

## SUN-KISSED DAYS

	Max.	Min.
Saturday, January 30	82	47
Sunday, January 31	85	62
Monday, February 1	85	62
Tuesday, February 2	84	63

VOL. XXVII, NO. 48

3 Sections — 20 Pages

TWENTY-SEVENTH YEAR

# The Desert Sun

and PALM SPRINGS NEWS

Palm Springs, California, Thursday, February 4, 1954

Published  
Mondays and Thursdays  
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(Desert Sun Photo)

**ACQUIRING SUN TAN** — Abel and Grace Green (he has been editor of Variety for 20 years) are pictured by the swimming pool at La Serena, where they have been working at acquiring an excellent sun tan before returning to New York. Results have been excellent so far in the brilliant sunlight which has bathed the Village the past week.

## VARIETY EDITOR SAYS JOLSON OUTRANKED ALL

By DON KLOTZBUECHER

Al Jolson—the top performer of all time!

This is the selection of Abel Green, editor of Variety—the “bible of show business”—who for more than 20 years has personally known the outstanding performers, and who has seen the unknowns arrive at stardom with a few remaining at the top and the others fizzle out as soon as their followers found some new to capture their attention.

The selection will no doubt create argument among show people, and also the average person who has selected his favorite from among the personalities he has seen or heard in the entertainment world throughout his lifetime.

**HIS ANSWER** came along with a refusal to name the top five performers of all time. “Jolson was the King, the one

man who could cause a person's spine to tingle every time he sang—he had that magic spark,” the editor of Variety for 20 years stated.

“But to pick the five top performers would be impossible,” he added. “There are top personalities for every phase of show business, and new stars in the television field are now joining the others in stage, screen, radio and vaudeville.”

**OVERNIGHT**, he explained, some new personality could reach stardom, and with the humor for which he is noted Green cited Marilyn Monroe who he said “had two of everything.” And, as an afterthought, he added, “I'm in favor of every woman having two of everything.”

“It's impossible to answer the

See VARIETY, Page 6 A

## Plan Immediate Action on Quarter Horse Racing Plant

Construction of the quarter horse race track will start at once if the Desert Turf Club is granted a racing permit by the California Horse Racing Board following the public hearing at the American Legion Hall February 15. President Frank Bogert announced today.

The hearing on the proposed quarterhorse track will precede by one day the public hearing on the thoroughbred track proposed by the Palm Springs Turf Club.

**COMPLETION** of the quarter horse track construction is scheduled for October 1, with races to be held during the last

part of November and the first part of December.

The track, to be located at 39009 Del Sol road, eight miles south and east of Palm Springs, will cost \$875,000, including the land. It will provide additional facilities for quarterhorse racing now available only at the Los Alamitos track, as well as furnish facilities for a vast amount of other types of entertainment for Palm Springs residents and visitors, Bogert said.

**THE PLANNED TRACK** will include approximately 240 acres of land, stables for 400 horses, receiving barn, 40 tack rooms and a racing track.

See RACING, Page 5 A

## Gamble Named to Head '54 United Fund Campaign Here

Appointment of Joe Gamble to head organization of the United Fund appeal in 1954-55 was announced yesterday by

August G. (Gus) Kettmann, president of the Palm Springs Community Chest.

Board of directors of the Community Chest recently voted unanimously to adopt the United Fund campaign plan which has been successful in many cities after a survey which indicated wide support for the idea.

**JOE GAMBLE** has wide experience in such organizational efforts and we are fortunate that he saw fit to accept this pioneering task. We hope to wrap up the 20 to 30 appeals made each season in a single solicitation. I'm sure the merchants, hotelmen and residents will be grateful.

Gamble's appointment comes at the close of the 1953-54 campaign to raise \$35,000 to support the six agencies—Boys Club, Youth Center, Welfare and Friendly Aid, Desert Museum, Boy Scouts and Girl Scouts—which are handled by the Chest.

**KETTMANN ANNOUNCED** that in excess of \$31,000 has been collected and was hopeful that the effort will be “over the

See CHEST, Page 2 A

front page look a bit different? That's because The Desert Sun is today inaugurating a new style for the convenience of its readers.

To provide more room on Page One for important local news and pictures, the features which have been regularly here—Oliver B. Jaynes' “Publisher's Corner” and R. F. (Phat) Greeting's “This Side of the Sun” will be found today on a new page where most of the regular columns and features will be grouped.

So, for the “Publisher's Corner” and “This Side of the Sun” as well as other features, turn to Page 2B today.

Only enlightenment will defeat communism in America. Keep posted on what is going on — learn to recognize a communist or communistic activity. Read the series on “What is Communism” by Dr. John R. Lechner which will be run in the next five issues of The Desert Sun and start with this issue on page 1B.

Dr. Lechner is known to many people in Palm Springs having addressed civic groups here over a period of two decades. He is one of the nation's leading authorities on subversive propaganda and activities. He has addressed over 12,000 civic and patriotic groups in this country and has written many articles and pamphlets on communism.

Dr. Lechner is a graduate of Denison (Ohio) University, the University of Pennsylvania, and Crozer Theological Seminary, majoring in political science and theology.

## World Champion Riders Here for Weekend Rodeo

The Rodeo of Champions!

This title can easily be applied to the fourteenth annual Palm Springs Rodeo, this Saturday and Sunday. General Chairman John Hollinger said today.

World champion cowboys of 1953, together with those from the past 10 years, have entered the various events to be held at the Polo Grounds, starting at 1:30 p.m., both Saturday and Sunday.

**THE PALM SPRINGS** Rodeo is the first of the year to be sanctioned by the Rodeo Cowboys Association, and besides the thousands of dollars in prize money, the cowboy can start compiling points for the world titles.

Starting the celebration will be the parade Saturday down Palm Canyon drive, starting at 10:30 a.m., from the forming grounds at El Mirador Hotel. Line of march will continue down Palm Canyon to Ramon road, and then to the Polo Grounds.

**A RECORD NUMBER** of entries in the colorful pageant is reported by Parade Chairman Warren Coble, who also is captain of the sponsoring Palm Springs Mounted Police.

More than 2,000 prize horses will be featured. Other top attractions are the Palm Springs, Perris and Hemet high school bands, and five drum majorette groups.

Dale Robertson, noted movie star, is parade marshal. Judges will be Shirley Cooper and Jimmie Rogers Bernard, both outcome.

See ROODEO, Page 2 A

## Today Final Day for Auto Registrations

Don't forget—today is the last day to renew automobile registration and get your 1954 tab without paying an extra penalty.

State department of motor vehicle officials warned that penalties start at midnight tonight.

At the Bank of America where license renewals are available here and at automobile club offices, lines of late comers are expected.

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## Legion Brass Top Figures in the American Legion were in Palm Springs Sunday for the Fifth Area caucus held at World War II Memorial Hall. Left to right above, Lewis K. Gough, past national commander; Mary Jo Black, area vice commander for women; William R. Burke, Department of California commander; R. Pete Ostrander, Fifth Area vice commander.

(Desert Sun Photo)

**LEGION BRASS** — Top figures in the American Legion were in Palm Springs Sunday for the Fifth Area caucus held at World War II Memorial Hall. Left to right above, Lewis K. Gough, past national commander; Mary Jo Black, area vice commander for women; William R. Burke, Department of California commander; R. Pete Ostrander, Fifth Area vice commander.

(Desert Sun Photo)

**RELAXING IN VILLAGE** — Harry Shulman, dean of Yale University Law School and one of the most sought-after labor arbitrators of the country, and his wife, Ria, are vacationing at The Nooks Hotel while he has been hearing labor cases on the West Coast, and preparing decisions on other cases.

Howard Morris, chairman of the Palm Springs March fund drive for the American Red Cross, announced the 1954 goal as \$15,000, at a luncheon for team captains and the press at The Tennis Club Tuesday noon.

Mary Ellen Pangle, of the Riverside County Chapter of American Red Cross, told the group that this year's slogan is “Answer the Call—Join and Serve.”

Telling of the continuing need for an overseas recreation program, Miss Pangle also gave the case history of how the Red Cross handles a typical home service case.

Advance gifts chairmen are Mrs. Edwin Janss and Oliver Jaynes. Residence and business chairmen are Lynn Jennings

See RED CROSS, Page 7 A

**NOTED LABOR ARBITER HERE FOR REST AND DELIBERATIONS**

The Case of the Woman in Red Slacks.”

The title sounds like a popular mystery novel series, but actually is one of the most widely quoted labor arbitration decisions on record, with the arbitrator, Harry Shulman and his wife, Ria, vacationing at The Nooks Hotel while he relaxes and completes decisions on several current case.

Shulman is one of the most sought-after labor arbitrators in the country, but this is only a “spare time occupation.” He recently was named Dean of the Yale University Law School at New Haven, Connecticut, where he has served on the faculty since 1930.

He HAS SERVED as arbitrator in labor decisions involving up to \$8,000,000, but the one for

See ARBITER, Page 6 A

**Paul Hoffman to Address Clubs**

Paul Hoffman, Village resident and international authority on economics, will address the Palm Springs Lions Club and members of other service clubs Thursday, February 11, 1954 at the Chi Chi restaurant, it was announced today by President Harold West.

Presently serving as chairman of the board of directors of Studebaker Corporation, Hoffman is past president of the Ford Foundation and former chairman of the Economics Co-operation Administration (better known as the ECA) in addition to other distinguished positions.

President West has invited other service clubs and their members to meet with the Lions to hear Hoffman at the weekly luncheon. Gus Kettmann will be chairman of the day.

**Gridiron Dinner Reset for March**

First annual Press-Gridiron party sponsored by the Retail Merchants Division of the Palm Springs Chamber of Commerce will be held in March instead of February 25 as originally announced.

Larry Quinn has been named chairman of the event, which will be held in the Chi Chi Blue Room.

**CO-CHAIRMEN** — George Strebe, left, and Milt Hicks have accepted reappointment as co-chairmen of the 1954 Desert Circus. President Adrian Rosen announces. The two men were responsible for one of the most successful Desert Circuses in its history last year.

See GRIDIRON, Page 7 A

**HICKS AND STREBE AGAIN APPOINTED CO-CHAIRMEN OF '54 DESERT CIRCUS**

Milt Hicks and George Strebe have accepted reappointment as co-chairmen of the Desert Circus for 1954. President Adrian Rosen announced today.

The two men were very successful in their staging of the 1953 celebration, raising more than \$12,000 for charity.

Rosen said, and added that “we are very fortunate that they will be in charge of the 1954 event.”

Next meeting of the Desert Circus committee, composed of representatives of all civic organizations, will be Thursday evening, February 11.

The group will select a theme,

with the proposed theme, “The Living Desert,” gaining support every day, Rosen said.

Dates for the 1954 Desert Circus are April 22, 23 and 25.

See GRIDIRON, Page 7 A

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**Red Cross Goal for Village Drive Set at \$15,000**

Howard Morris, chairman of the Palm Springs March fund drive for the American Red Cross, announced the 1954 goal as \$15,000, at a luncheon for team captains and the press at The Tennis Club Tuesday noon.

Morris said the goal was set at \$15,000 because the previous year the club raised \$12,000.

Red Cross officials said the club has been successful in its fund drives.

See RED CROSS, Page 7 A

**Finger Printing Measure Given Initial Reading**

Council held the first reading of a finger print ordinance Tuesday evening, which will make it required by law for transient workers in hotels and apartments, night clubs, restaurants, domestic help and gardeners to be fingerprinted.

The plan, prepared by Police Chief John S. Davis and recommended by the Retail Merchants Division of the Chamber of Commerce, will make it possible for processing of all fingerprints by other law enforcement agencies. Under the voluntary system now in effect sponsored by the Employers Association, fingerprints are processed only when needed for investigation.

Fingerprinting, besides providing for better law enforcement control, also furnishes identification in case of accidents, it was pointed out.

See GOLF, Page 5 A

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## Lads Convinced California Better Place to Reside

A trip to Miami, Florida, ended in Palm Springs Monday afternoon, with the Village police convincing the two teenage youths that California was a better place to spend the winter than Florida.

Sgt. Durman Ordway noticed the two boys walking along Indian avenue, and stopped them for questioning. They said that they had lost their bus tickets, but when taken to the police station admitted that they had run away from their Los Angeles homes.

The youths were transferred to Riverside juvenile hall in the afternoon.

**From Page 1—MORE ABOUT CHEST**

top" by February 15. Considerable difficulty has been experienced in past years bringing the campaign to a successful conclusion.

This year the drive has been handled almost entirely by mail with Stan Rosin, Chest vice-president and hotelman, directing what has been described as an "advance gifts" solicitation.

"**AFTER THIS WEEK** we hope have to start personal solicitation of all persons who have not responded to the letter appeal," Kettmann said. The campaign to date has been conducted entirely by letter with a personal solicitation planned only as a last-minute nature.

"The few who have not responded have forced us to extend the campaign beyond our original deadline," the president continued. "We now appeal to those persons to send in their checks immediately, so that the campaign may be concluded without the personal contact feature."

**KETTMANN**, at the Mayor's Coordinating Council, last week, cited the importance of reaching the goal this year. Besides the need for the funds, the minimum set by each agency, the directors have voted to adopt a United Appeal next year, he told the civic leaders present.

In order to make the United Appeal successful by combining all fund drives of charitable organizations, Palm Springs must first show that it can support its own private fund drive for its six agencies, Kettmann said.

## Calle Encilia

### First Job Under District Finished

(Photo on Page 3B)

Construction of concrete curbs and gutters and placing a hot-paint mix pavement on Calle Encilia, the first 1911 improvement act district to be completed, cost \$4.21 per front foot or \$8.42 per linear foot. Public Works Director John Keece reported today.

This means an average cost per property owner of \$252, or \$78 less than the original estimate, Keece said.

The Calle Encilia project was the third proposed in the city under the Improvement Act of 1911, but was the first to be started. The other two were protested and the petitioners were defeated in their request.

### PIANOS

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Kimball, Gulbransen  
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Many styles and Finishes  
for your selection

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233 CAJON STREET  
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## PALM VALLEY SCHOOL

SECOND SEMESTER OPENS FEB. 1ST

A Private Day School  
for Boys and Girls

- Grades 7 to 12 — Small Classes
- Individual Attention
- Monthly Enrollments
- Co-Educational

Highly Experienced Staff of Teachers  
Swimming — Supervised Athletic Program

Transportation Provided

Located four miles east of Palm Springs off Highway 111.

**J. Blake Field, Director**  
HARVARD, A.B., M.A.

P.O. Box 519 Tel. 8-4472 Palm Springs



**ACTION AND THRILLS** — Excitement galore is promised spectators at the Palm Springs Rodeo this Saturday and Sunday at the Polo Grounds, starting at 1:30 p.m., both days. Above is an action photo taken last year. Championship cowboys from throughout the nation have entered the event and advance ticket sales are the greatest in the Palm Springs Mounted Police sponsored Rodeo's 14 year history.

**From Page 1—MORE ABOUT RCDEO**

standing horsewomen, and announcers along the line of march will be Frank Bogert, Johnny Boyle, Cliff Campbell and Ernie Andrade.

**THE RODEO**, besides featuring competition in saddle and bareback bronc riding, Brahma bull riding, calf roping, team roping, steer wrestling and a cutting horse event, will be highlighted by the trick riding and roping by such noted rodeo performers as Pat North, Dona Hall, the Valkyries and Buff Brady.

Announcer at the Rodeo both days will be Chuck Parkinson, arena director will be Andy Jauregui.

Reta Boyer, noted desert area horsewoman, is Rodeo Queen and will reign over all events.

**THE ANNUAL "Bronze Ball"** sponsored by Los Compadres will be the social highlight of the celebration, with the public invited to the dance Saturday night at Los Compadres clubhouse.

Proceeds from the Rodeo are used to purchase emergency and rescue equipment for the Mounted Police.

## Annual Yo Yo Contest to be Held February 13, 20

Second annual Palm Springs YO-YO contest to be sponsored by the City Recreational Department and Youth Center will be held two Saturdays, February 13 and 20. Directors Howard Haddock and Ted McKinney announced.

The dates had been set for

## Final Lecture in Series Tonight

Fourth and final lecture in the series being conducted by the Evening high school will be held tonight at 8 p.m. at Frances Stevens school.

Dr. Arthur L. Beitz who has been heard in three previous lecture, will speak on "How to Grow Old and Like It."

The talks are free to the public, Chester Sprout, Evening high school principal, said.

## New 1954 Cars for Hertz Fleet

Edgar L. McCoubrey, manager of the Hertz Driv-Ur-Self system in Palm Springs said this week he has received new 1954 Chevrolets which are available for rental by the day or week.

The new automobiles are part of the 16,000 car Hertz fleet operated in 580 cities throughout the country. McCoubrey said two-thirds of the fleet will consist of new models by June, and said that Hertz offices in resort areas will have '54 models, including Cadillacs, Pontiacs, and Chevrolets, this year. He said Hertz opened 40 new operations last year and increased its fleet by more than 2,000 cars. The Hertz system operates in the United States, Canada, Alaska, Hawaii, Cuba, Mexico, the Virgin Islands, England, Switzerland, and Ireland.

Five bids were received, with the others ranging from \$4,782.96 to \$6,972.19.

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# Carnation Corner

June Goode  
CARNATION HOME SERVICE DIRECTOR

The Desert Sun—3¢  
and PALM SPRINGS NEWS  
PALM SPRINGS, CALIFORNIA  
Thursday, February 4, 1954

## Slaughter Again Named Head of GOP Assembly

Warren Slaughter was re-elected president of Palm Springs Republican Assembly at an enthusiastic meeting Monday night at the Fiesta House on the Desert Inn Grounds.

Other officers elected were John Dill, first vice president; Melba Bennett, second vice president; J. S. Barnes, third vice president; Homer Hilton, recording secretary; Barbara McDonald, recording secretary; O. A. Torgerson, treasurer and Mrs. Ethel Whitehorn, public relations.

A full board of directors was also named.

Lyle Newcomer, former Villager, now a Los Angeles attorney and state committeeman, addressed the group, emphasizing the importance of electing a senator favorable to President Eisenhower's program. He spoke on behalf of Senator Thomas Kuchel's candidacy for the U.S. senate.

## Red and White Roundup



(Makes 8 servings)

1 package white cake mix  
2 pints Carnation Cherry Vanilla Ice Cream  
1 cup marshmallow topping

Prepare your favorite cake mix and bake in 8" x 12" loaf pan for time and temperature recommended on cake mix box. Cool, then slice into 2" squares. Cut each square in half to make two layers. Fill with Carnation Cherry Vanilla Ice Cream, top with second cake layer and pile more ice cream on top. Garnish with marshmallow topping and a maraschino cherry.

## Deserter

Youth Says he's Marine AWOL

A 17-year-old youth who claimed to be a deserter from the Marine Base at Twentynine Palms was taken into custody by Palm Springs police last week, and later turned over to the base provost marshal.

The youth was found in the company of several high school youths who were "skipping" school for the day.

This is the second time the youth has been arrested here on desertion charges. Police Chief John S. Davis reported.

## Collision

Accident Results in \$100 Damage

Damage estimated at \$100 was caused to vehicles driven by Edythe L. Lippey, 45, Los Angeles, and Ray H. Moss, Cathedral City, when they collided at the intersection of Vista Chino and Via Norte at 12:45 p.m. last week.

Each driver told the investigating officer that they thought that the other driver was going to stop at the intersection.

Damage to Miss Lippey's car was estimated at \$25, and to Moss' at \$75.

## Order Plans for Ramon Paving

Council Tuesday evening instructed Public Works Director John Keefe to prepare final plans for paving and widening of Ramon road from the city limits to the high school, as the major street improvement for 1954 is financed by gas tax refunds.

The project was recommended by the city planning commission. Cost of providing a 30-foot pavement is estimated at \$52,000. Work will be done during the summer months.

## Munholland and Company

Over 50 Years Selling California Real Estate  
2 BEDROOM furnished, near high school. \$9,200

New 2 bedroom, fireplace, BBQ, lanai, carpet, 100' lot. \$13,600  
LOVELY 3 bedroom, 3 bath. Will exchange for Los Angeles or Valley.

TOP LAS PALMAS AREA. 4 bedrooms, 3 baths, 3 year old lovely home. Carpets, drapes and beautiful yard. ESTATE SUBJECT TO COURT CONFIRMATION. \$42,000

3 UNITS and room for more, off Palm Canyon Drive. C-1 lot, center of town. \$20,000. EASY TERMS CHOICE R-3 LOT. 170' x 145' corner. Must be sold to settle estate. \$20,000 or submit

40 ACRES on paved highway near city, with water, gas, electricity and phone. \$450 per acre

## HOW TO BE POPULAR

(For Husbands and Wives)  
Treat the family, tonight, to new Carnation Cherry Vanilla Ice Cream! Remember — besides the regular-size cartons — Carnation Ice Creams also come now in half-gallon cartons — just right for parties.

**Munholland Company**  
1059 N. Palm Canyon Dr.  
Phone 3673  
ASSOCIATE BROKERS  
John C. Davis Earl Chamberlain



Husbands!  
Do Not Jump or Screech!

We're talking about the family car! Jumping starts and screeching stops are very hard on tires. Tire statistics show that one 10-foot skid takes scores of miles off tire life.

**CARNATION COMPANY**  
45-910 Jackson Street  
Phone 73139  
Indio, California

There's MORE tender meat... POUND for POUND... in this



# RIB ROAST from SAFeway

## IT'S U.S.D.A. CHOICE GRADE

Only U.S.D.A. CHOICE grade, Western-fed beef and lamb are sold at Safeway, assuring you juicy, tender, flavorful meats every time. It's the finest eating meat money can buy!

## IT'S AGED TO PERFECTION

From the West's largest, finest meat aging plant come Safeway meats. Here, under precise temperature and humidity control, meats are brought scientifically to that uniform tenderness you appreciate. Be sure, shop Safeway.

STANDING CUT  
7" LONG FROM  
FIRST FIVE RIBS

16.69¢

CHUCK ROAST  
CENTER BLADE CUTS  
From Shoulder of Western-fed, U.S.D.A. CHOICE BEEF.  
Aged to perfection and fully trimmed. (Round Bone Cut, lb., 51c)

BOILING BEEF  
U.S.D.A. CHOICE graded. A real value!

SHORT RIBS  
U.S.D.A. CHOICE  
gov't graded BEEF  
Excellent to bake or braise. Look at the price!

Sliced Beef Liver  
Pork Sausage  
Link Sausage  
Cod Fillets  
Whiting

PURE PORK  
PURE PORK  
Captain's Choice  
Captain's Choice  
lb. 49¢  
1-lb. roll 49¢  
lb. 65¢  
lb. 33¢  
1½-lb. pkg. 33¢

SMALL TURKEYS  
Grade A, Eviscerated,  
Beltsville type.  
4 to 7 lbs. in size.  
lb. 63¢

GROUND BEEF  
Tops in quality.  
Ground and packed  
in Visking.  
lb. 39¢

GRAPFRUIT  
Sweet, juicy,  
thin-skinned.  
Coachella grown  
POUND 7¢

FRESH CARROTS  
Crisp, sweet. Tops have been removed.  
FRESH DATES  
Deglet Noor, Ready for mailing

3-LB. BOX 69¢

PEANUT BUTTER  
Beverly brand, made from No. 1 peanuts. Choice of creamy or chunk grind.  
12-oz. jar 29¢ 20-oz. jar 49¢

MULTI-GRAIN BREAD  
Made from 4 golden grains & honey. Delicious with standard loaf 22¢

Slender-Way Bread  
For special nylon deal see end seal on Slender-Way loaf.

SAUERKRAUT  
LIBBY TOMATO JUICE  
NIBLETS GOLDEN CORN  
SLICED CHEESE  
CINCH CAKE MIX  
RED HEART DOG FOOD

Preserves  
Tea Garden brand  
Peach or Apricot-Pineapple.  
20-oz. jar 37¢

White Corn Meal  
Mammy Lou brand. (5-lb. bag, 47c.)  
40-oz. pkg. 29¢

Yellow Corn Meal  
Mammy Lou. (5-lb. bag, 41c.)  
40-oz. pkg. 27¢

Long Spaghetti  
Dinty Moore Brand  
12-oz. pkg. 19¢  
24-oz. can 45¢

Lipton's Tea  
16-bag pkg. 21¢ 48-bag pkg. 58¢  
Yellow label. Fancy Black.

Canterbury Tea  
Fancy black. (16-bag pkg., 18c.)  
48-bag pkg. 47¢

Pancake AND WAFFLE Mix  
Suzanna. (40-oz. pkg., 33c.)  
20-oz. pkg. 18¢

Buckwheat Mix  
Suzanna. (40-oz. pkg., 33c.)  
20-oz. pkg. 18¢

SPAGHETTI  
Franco-American. 2 15½-oz. cans 25¢  
(19¾-oz., 2 cans, 33c.)

MARGARINE  
Coldbrook brand.  
Yellow cubes. lb. 20¢

Salad Dressing  
Duchess brand, "tart-whipped."  
pint 29¢ quart jar 49¢

LARGE EGGS  
Cream O' the Crop, top quality.  
GRADE AA 65¢  
Carton of one dozen.  
Refrigerated to protect freshness

SCOT-TISSUE  
Toilet paper. 2 rolls for 21¢  
Waldorf Tissue 4 rolls 31¢

USE PARADE MONEY  
Save on Next Purchase

PARADE  
19-oz. box 31¢ 51.3-oz. box 69¢

CHEER DETERGENT  
19-oz. box 31¢ 51.3-oz. box 69¢

WHITE MAGIC SOAP  
Special deal. Save 20c.  
2 46-oz. pkgs. 86¢

WHITE MAGIC BLEACH  
half gallon 23¢ gallon bottle 39¢

SAUERKRAUT  
LIBBY TOMATO JUICE  
NIBLETS GOLDEN CORN  
SLICED CHEESE  
CINCH CAKE MIX  
RED HEART DOG FOOD

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Suzanna. (40-oz. pkg., 33c.)  
20-oz. pkg. 18¢

**SAFEWAY**

Right to limit reserved. No sales to dealers.  
Sales tax added to retail prices on taxable items.

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350 So. Palm Canyon Drive . . .

STORE HOURS  
Mon. thru Sat. 9 a. m. to 8 p. m.  
Sunday 9 a. m. to 6 p. m.

## Hawks Win Over Marines, Draw Nearer to Lead

Desert Nite Hawks narrowed the first place lead of the 29 Palms Marines down to one game Monday night by handing them their second defeat of the season, 43 to 42.

This was the second straight game that the Nite Hawks have won in the final seconds of the game, with Cravy's being their earlier victim. Bill Sheperad was the hero this time, sinking a free throw with only two seconds left.

The Nite Hawks had taken a 12 to 8 lead in the first quarter, and still held a 26 to 21 margin at halftime. In the third quarter the Marines went ahead 35 to 34.

Ray Roberts was high scorer for the winners with 16 points, and Sheperad and Wilfred Lucas each had eight. Goldbrecht was top point man for the Marines with 12 points.

29 Palms Marines—42		FG	FT	TP
Goldbrecht, f	4	4	12	
Quinn, t	5	5	9	
Pierce, f	1	0	2	
Woodrich, c	0	0	0	
Wysinger, c	5	1	11	
Prattice, c	0	0	0	
Mason, g	3	2	8	
Carmody, g	0	0	0	
	15	12	42	

Desert Nite Hawks—43		FG	FT	TP
Lucas, r	3	2	8	
Jones, r	2	0	1	
Strange, f	2	0	4	
Sheperad, c	3	2	8	
Lewis, c	0	0	0	
Holland, c	1	1	3	
John, g	0	2	2	
Roberts, g	5	6	16	
Williams, g	0	1	1	
	14	15	43	

Score by quarters:  
Marines 8 13 14 7—42  
Nite Hawks 12 14 8—43

## Schicke Nears Gloves Title

Wayne Schicke moved one step closer to the Golden Gloves title in Los Angeles last week, when he posted his second victory in the elimination rounds.

Only three fighters remain undefeated in his division. The semi-finals are expected to be held this week and next week.

CITY RECREATION LEAGUE		W	L	FT	OP
29 Palms Marines	10	2	1	43	
Desert Nite Hawks	9	3	5	43	
Banning	9	3	5	44	
Cravy's	4	8	4	52	
Village Market	2	10	3	51	
Mhoon-Mhoon	2	10	4	52	

Scores Monday  
Desert Nite Hawks 43, Marines 42.  
Cravy's 44, Village Market 41.

Games Monday  
Desert Nite Hawks vs. Village Market  
Mhoon and Mhoon vs. Cravy's

PLAY GOLF		ALL DAY	\$1.00	PARKER'S	9 IRON 9
3 blocks west of Palm	Canyon Dr. on Tahquitz Dr.	(Formerly the Desert Inn	Golf Course)		



## SMC Polo Team Weekend Victor

Shadow Mountain Club won the local weekend polo event at the Polo Grounds, taking the matches with a total score of 16 to 12.

By individual days, the SMC team won over Desert Riders 10 to 5 on Saturday, and then lost to the Riders, 7 to 6, on Sunday afternoon.

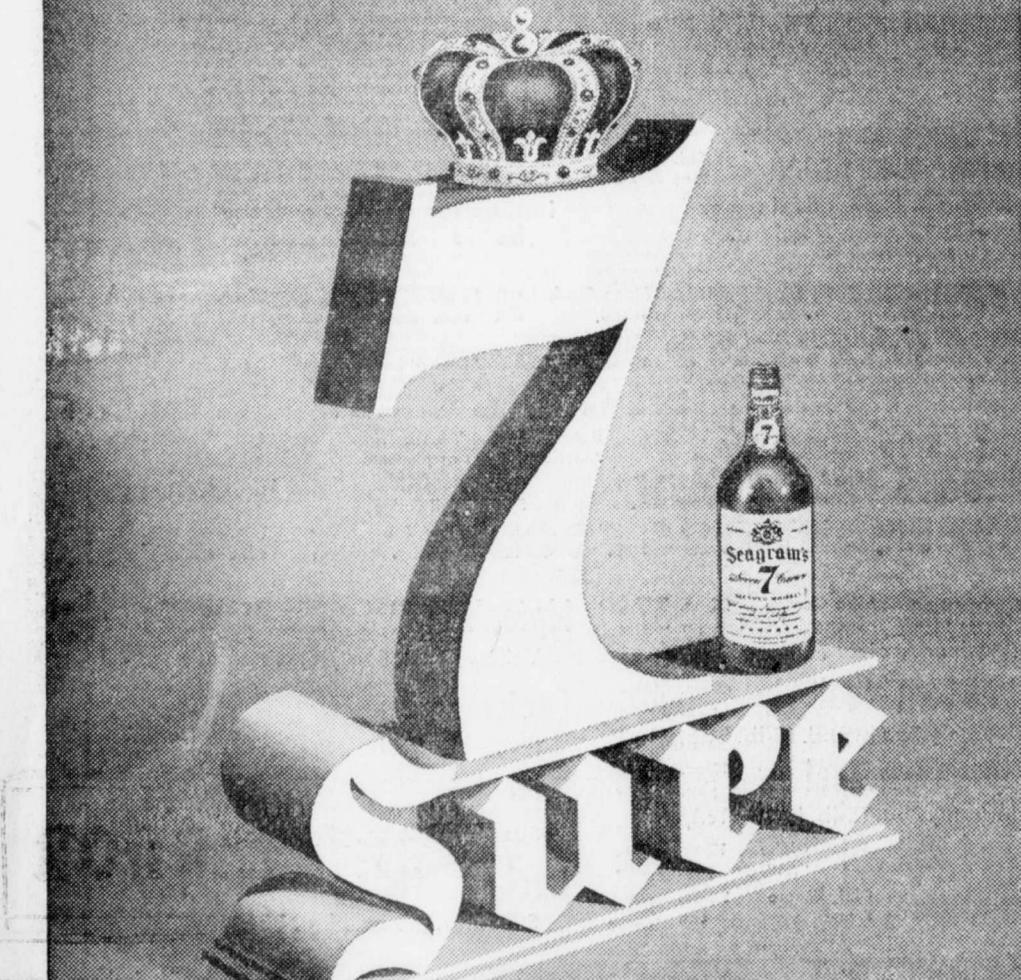
Members of the Shadow Mountain team were: Bill Schultz, Bill Moore and Lyle Nixon, and on the Desert Riders squad were: Ted Pierce, Frenchy Small and Lloyd Phillips. The matches were arranged by Guy Campbell, and a good crowd was in attendance.

The Palm Springs team will play at San Bernardino next Sunday, February 7, with Guy Campbell, Lloyd Phillips and Bill Allen making the trip.

Matches scheduled here the following two weekends are: Tucson February 13 and 14, and Phoenix February 20 and 21.

**TV SET DAMAGED**  
Damaged estimated at \$100 was caused to a television set at the Barney Bernard home, 1121 Linda Vista, when a short in a transformer set the set afire at 9:57 p.m., Sunday, firemen from Station No. 1 reported.

## The Surest Words in Whiskey...Seven Crown



Say Seagram's and be Sure

Seagram-Distillers Corporation, New York City. Blended Whiskey. 86.8 Proof. 65% Grain Neutral Spirits.

## Indians to Host Beaumont Here Tomorrow Night

Palm Springs will have a chance to move another step up the league ladder Friday night when the Varsity Indians entertain fourth-place Beaumont.

The local cagers won their first game of the league schedule last Friday when they defeated Perris 53 to 42, and moved into a tie with San Jacinto for sixth place. If victorious over Beaumont, they could advance to a tie for fifth or fourth, depending on the outcome of the Banning-Coachella contest.

**BEAUMONT DROPPED** a 34 to 30 decision to Coachella last week, and should be on the rebound Friday night. A pre-season game revealed that the Indians and Cougars are evenly matched, and the game should be close here.

The Cougars have a slight edge in offensive power, averaging 10 more points a game, 45 to 35, but Coach Ralph Watt's team has an advantage on defense, limiting its opponents to 41 points a game compared to 46 for Beaumont.

**PALM SPRINGS TEAM** was consistent in its scoring attack for the first time this season in defeating Perris. In previous contests there was a last-half letdown after a strong first half, with several games still decided by only a few points.

In other Riverside County League games Friday, Banning travels to Coachella, Perris to San Jacinto and Hemet to Elsinore.

## Biltmore Swim Show Sunday

One of the outstanding swim shows of the season will be presented by the Palm Springs Biltmore Hotel Sunday afternoon, starting at 2 p.m.

Featured among the championship swimmers and divers of the Los Angeles Athletic Club will be Pat McCormick, women's Olympic diving champion.

The new three-meter diving board at the Biltmore will be used for the first time in the show.

READ SUN  
CLASSIFIED ADS

## 68 to Compete in Blue Ribbon Net Play Here

The largest entry list in the history of the Pabst Blue Ribbon Tennis tournament was reported today as play in the annual social event at the Racquet Club is scheduled to start Saturday morning and continue through Sunday evening.

Thirty more persons entered this week, making the total to date at 68.

New entries are: Gilbert Roland, Kirk Linn, Bob Cheney, Thomas Hamilton, Sam Sontag, Ray Carpenter, Tom Towers, Jim Phillips, Betty Stump, Vincent Fotre Sr., Mr. and Mrs. Vincent Fotre Jr., Vic Rothchild, Jim Block, Mr. and Mrs. Hal Mosier, Cliff Henderson, Scotty Rubin, Richard Jack, Mr. and Mrs. Harry Whitcombe, Mr. and Mrs. Howard Lang, Gus Kettman, Maurice Smith, Dr. Bernard Finch, John Krichak, Walter Blair, William Hays and Solly Balano.

Play will be Men's doubles

## Indians Cagers Defeat Brawley on Home Floor

Palm Springs Varsity cagers came through with their second straight cage win Tuesday night edging the Brawley quintet 46 to 41 in the local high school gymnasium.

The visitors took an 8 to 4 lead in the first quarter, but the Indians rallied to take a 20 to 16 lead by halftime, and continued their pace in the second half play. Coach Ralph Watt used both his A and B combinations in the game.

Larry Coulton topped the well balanced team scoring with nine points. Kenny Price had

and Mixed doubles, with trophies awarded by the Pabst Blue Ribbon company. The tournament is open to Racquet Club members and their guests only.

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eight, and Tony Summers and John Laster seven each.

In the preliminary tilt, the Indian Bees played their best game of the year before going down to defeat 46 to 41. The game was close all the way, with Brawley leading by only one point, 19 to 18, at halftime.

Charles Jordon topped the Pauposes with nine points, and Don McDonald was high for Brawley with 17.

RIVERSIDE COUNTY LEAGUE  
W L T P OP  
Hemet ..... 3 1 148 148  
Coachella 34, Beaumont 30  
Elsinore 41, San Jacinto 26  
Elsinore 60, Banning 28  
Game Friday  
Beaumont at San Jacinto  
Perris at San Jacinto  
Hemet at Elsinore  
Game Tuesday  
Riverside here

## Chi-Chi Starlite Room

NOW APPEARING

## CHAREL

CONTINENTAL CONCERT STAR

## DOROTHY CLAIRE

N.B.C.'S TV SINGING COMEDIENNE

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FRENCH DANCING STARS

Reservations Phone 7391 or 5133

FREE  
PARKING

## Even Polio Could Spend a Season in Palm Springs



This dreaded disease enters all homes  
an ugly, uninvited guest.

It is no respecter of race, creed or  
color; the rich or the poor.

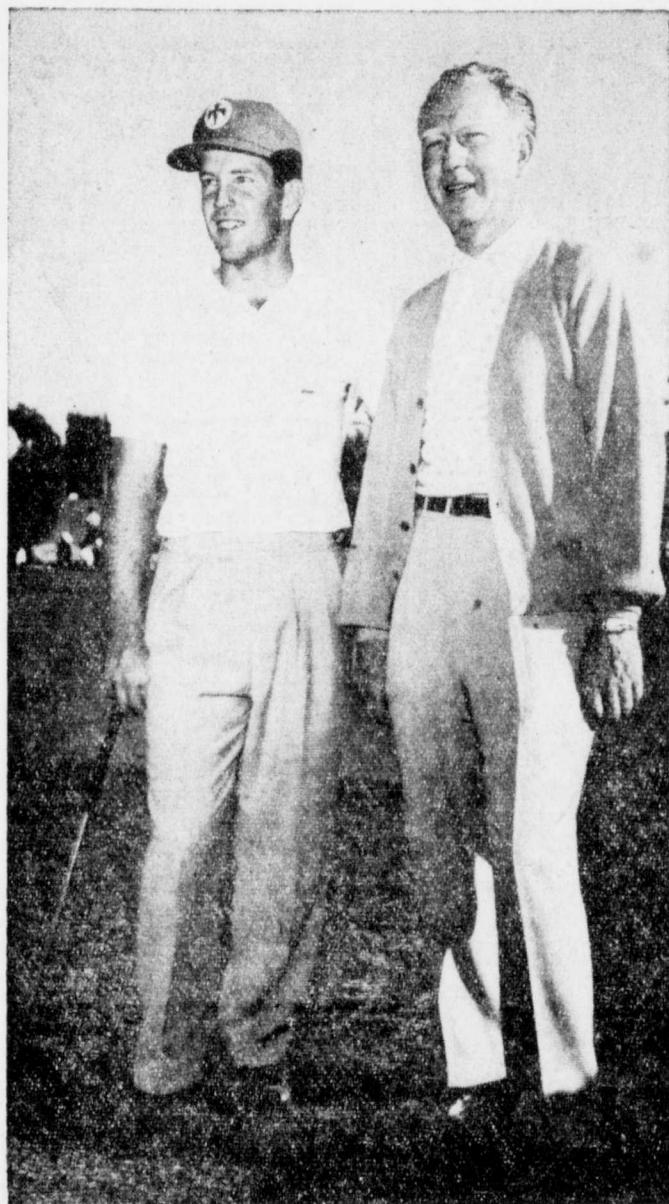
Polio strikes with the suddenness  
of lightning, a crippling, oft times  
fatal disease.

Your dollars and dimes are raising  
a barrier against this awful  
intruder into (possibly)  
your family or among  
your friends.

The Chi Chi, Palm Springs



GIVE TO THE MARCH OF DIMES  
ATTEND THE BENEFIT  
LUNCHEON — FASHION SHOW  
EL MIRADOR, FEBRUARY 18



(Gayle Studio Photos)

**STARTS TOURNEY TRAIL** — Gene Littler, left, National Amateur Champion who turned pro just in time to enter Thunderbird's \$15,000 PGA approved tournament, will represent the famed desert golf club on the tournament circuit this year. He is pictured with Jimmy Hines, Thunderbird pro.

From Page 1—MORE ABOUT

## RACING

and 40 feed sheds, landscaped infield, polo field, an 80-foot wide, 660 yard quarterhorse track, an 80-foot turn and a one-half mile training track.

A grandstand with a seating capacity of 3,000, will be built and 10,000 persons can be accommodated on the lawns with another 350 in the clubhouse. The parked lot will be surfaced and will hold 3,000 cars.

**EIGHT RACES** are planned for each racing day and betting will be by automatic totalizer board. Bogert said.

One of the main features of the track facilities will be its

adaptation for other community affairs. They include: Quarter-horse conventions, horse shows, rodeos, sport car racing and foreign sport car fashion parades, dog shows, weekly breakfast rides, polo, gymkhana, flower shows, and school, scout, civic and community events.

**THE LACK** of proper facilities in the Palm Springs area deprive residents and visitors of witnessing and participating in many events such as those mentioned, Bogert said. "The proposed track will be especially designed for easy adaptability for many events besides racing."

Other officers besides Bogert are: John F. Mawson, secretary; and H. L. Gogerty, vice president and treasurer.

## Available to the Public Skeet & Trap Shooting and Golf

AT  
**COCHRAN-ODLUM RANCH**

Off Highway 111 on Monroe — West of Indio

### PLAY GOLF

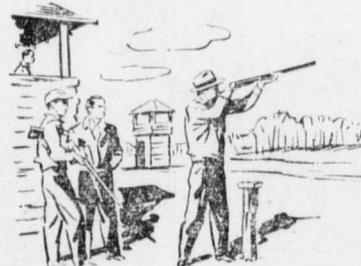
on this beautiful 9 hole course  
that's a challenge to any golfer.

For your golfing pleasure,  
we have:

ELECTRIC CARTS  
CADDIE CARTS  
CADDIES  
DRIVING RANGE  
SNACK BAR

ED VINES, Pro

ROGER PETIT, Ass't Pro



**Lone Palm Hotel**  
PALM SPRINGS, CALIFORNIA

CONGRATULATIONS  
to a wonderful  
organization for a  
wonderful yearly event

After the fun of seeing  
the 14th Annual

### RODEO

Come & enjoy the  
Rarest  
delight in fine  
Food

COMPLETE DINNERS  
from \$2.75

Cocktails by Eddie  
Served 6:30 to 8:30 P.M.

in our  
**Poolside Dining  
Room**

Si Slocum, Manager  
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Relax and test your skill in the  
beautiful surroundings of C-O Ranch.

Skeet Range open Saturdays & Sundays, 9 - 5

Weekdays by Appointment

BUCK CHAMBLES, Range Captain

**Jacqueline Cochran Gun Club**

**Cochran Ranch Golf Course**  
at

**COCHRAN-ODLUM RANCH**

1 Mile West of Indio off Highway 111  
Just 25 minutes drive from Palm Springs  
Phone Coachella Valley 7-4623 or 7-2466



(Gayle Studio Photo)

**PRO-AMATEUR WINNERS** — Receiving their awards from Art Harris, right, are the winners of the Pro-Member part of the \$15,000 PGA approved tournament at Thunderbird

Country Club, left to right, Bill Janss, Ben Gage and Harold Hicks, and Pro Marty Furgol. Furgol received \$1,000 prize money in this event, and also was tied for second in the 72-hole event.

### Enjoy Card Playing?

You will like the way the games are conducted at the Gardenia Club — The patronage of ladies and gentlemen is sincerely appreciated.

**GARDENIA CLUB**  
CARD ROOM

549 W. SIXTH, BEAUMONT, CALIF.—(On Hwy 99)  
"Next to Beaumont Drive Inn Cafe"

From Page 1—MORE ABOUT

## GOLF

final three holes with a birdie, par and eagle to take the title away from Bo Wininger, who had led or been tied for the lead since his course-record-setting 61 on the opening day. Wininger had 270 to finish in a three-way tie for second with Marty Furgol and Chandler Harper.

**BEN HOGAN**, "Mr. Golf" and pro at Tamarisk, finished seventh but led all the other pros in crowd appeal as the largest galleries consistently followed his foursome throughout the tournament. The Hogan name again proved its magic, but his putter lacked the magic for which it is noted and this was his downfall.

Just ahead of Hogan and tied for fifth were Johnny Palmer and Doug Ford with 271.

**Gene Littler**, National Amateur Golf champion who turned pro just in time to enter the Thunderbird meet, finished with a 275, in a tie for twelfth with Jim Ferrier and Shelley Mayfield. He was ineligible for any prize money under PGA rules.

**THE EX-NAVY MAN** is now going to represent Thunderbird on the rest of the tournament circuit.

Perhaps the most disappointed man of the four-day tournament was E. J. "Dutch" Harrison who was forced to withdraw after the first 36 because of a recurring back injury. He was tied for the lead at the time.

The prize money was divided

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among all the pros, with no one receiving less than \$200.

**COMPLETE scores follow:**

Fred Haas Jr.	—268—	65-68-66-69
Marty Furgol	—270—	67-67-69-67
Bo Wininger	—271—	61-70-68-71
Chandler Harper	—271—	65-68-69-69
Johnny Palmer	—271—	67-68-68-68
Doug Ford	—272—	69-70-69-68
Ben Hogan	—273—	65-70-69-68
Cary Middlecoff	—273—	69-68-68-68
Art Wall Jr.	—274—	68-71-69-69
Walter Burkemo	—274—	70-67-67-69
Earl Stewart	—275—	71-66-69-68
Shelley Mayfield	—275—	69-68-68-68
Jim Ferrier	—276—	67-66-71-69
Gene Littler	—276—	68-68-71-69
Jack Burke	—276—	69-72-68-67
Tommy Bolt	—276—	67-69-70-70
Lloyd Mangrum	—277—	66-68-75-68
Jerry Barber	—278—	72-68-71-67
Vic Chezzi	—278—	69-68-69-74
Peter Thomson	—279—	65-69-73-72
Chet Kroll	—280—	68-67-69-73
Lew Worsham	—281—	73-72-67-68
Jim Turness	—281—	67-69-71-73
Ed Oliver	—281—	73-73-66-69
Fred Wampler	—281—	71-69-71-70
Dave Douglas	—281—	69-71-73-68
Al Basselink	—281—	69-73-73-66
Julius Boros	—281—	73-71-69-71
Erie Monti	—281—	71-71-70-73
Wally Ulrich	—281—	70-69-72-74
Jimmy Demaret	—281—	72-70-72-73
Lawson Little	—281—	70-68-75-75
George Howard	—281—	73-75-75-77
Ed Dudley	—281—	79-73-77-74

## The Only Authorized HOOVER VACUUM Dealer in the Palm Springs Area

also

### Hoover Vacuum - Parts & Service

We have  
The Largest Supply of Electrical Appliances

... FRENCH FRYERS ... WAFFLE IRONS ...  
NESCO & WESTINGHOUSE ROASTERS

Lighting Fixtures ... Flood Lighting ... Electrical Supplies  
Appliance Repairs

Philco and Zenith Radios

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(Next to Electric Power Co.)

136 EAST ANDREAS ROAD

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"Palm Springs for Sun — Howard Manor for Fun"



ROUND OUT YOUR  
EVENING'S ENTERTAINMENT  
WITH

### The ROUNDERS

plus

TABBY CALVIN

her songs

WINNIE BEATTY

Piano and Song Stylist

LOU GARY

Bass Viol and Songster

**HOWARD MANOR**

Bill White, Manager

572 N. Indian Avenue

Continuous Dining, Dancing  
and Entertainment Nightly  
in the Manor Room and Lounge

Reservations Telephone 2227





(Desert Sun Photo)  
**ADMires TROPHY** — Winner of the inter-scholastic award presented by the Desert Sun at the bicycle races Saturday was Phillip Creswell of 6523 Judy Lee Place, San Diego. He is pictured above holding the plaque and cup he won. The plaque will be presented by him to his school, and he will retain the gold cup. He is the son of Mr. and Mrs. Lane Creswell of San Diego.

## Legion Bicycle Race Day Another Great Success

Second annual bicycle race program staged by Owen B. Coffman post, American Legion, at Polo Grounds last Saturday proved even a greater success than the first event last year. The combination of a typical Palm Springs day, a fast track and a host of eager competitors provided thrills for the large gathering.

Interspersed with the special events run under the rules of the Amateur Bicycle League of America were a series of quarter mile dashes for novices. In these events there were entries from all of the local schools and from San Diego and Banning.

**PHILLIP CRESWELL** of San Diego won the Desert Sun Cup in the interschool event. He also won a plaque from the Cycle Manufacturers of America which he will present to his school.

**HENRY A. SIMSARIAN** Has It!

**NEW G-E REFRIGERATOR WITH Revolving Shelves**

PUTS ALL FOOD AT YOUR FINGERTIPS

**REVOLVING SHELVES**

- Turn all the way around—in either direction
- Adjust up or down
- Super strong

**NEW DELUXE FEATURES**

- Ice cream rack—juice can dispenser
- Adjustable door shelves
- Mini-Cube ice trays
- Fold-away bottle racks

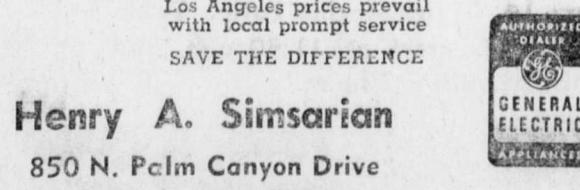
**2 APPLIANCES IN 1**

- Automatic defrosting refrigerator section
- True zero-degree food freezer

Los Angeles prices prevail with local prompt service  
SAVE THE DIFFERENCE

Model LH-121L  
12.1 Cubic Feet

**Henry A. Simsarian**  
850 N. Palm Canyon Drive  
Palm Springs, Calif.



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PALM SPRINGS, CALIFORNIA  
and PALM SPRINGS NEWS  
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## Board Approves Palm Valley as Name for District

County supervisors yielded Monday and ordered preparation of a resolution which will approve "Palm Valley" as the name of an unincorporated community just east of Palm Springs and Cathedral City.

Outlined by supervisors, the community lies between Cathedral City and Rancho Mirage and is on the south side of Highway 111. It includes 12 square miles and has about 1500 residents.

Supervisors acted on a recommendation from Supervisor Homer Varner, whose district takes in the community, and also according to a petition signed by more than 70 citizens of the community.

Some of the supervisors said they thought the "Palm" part of the name was a little over used in the desert country of Riverside county and San Bernardino county.

They pointed to Palm Springs, Palm Desert, Thousand Palms, and Twentynine Palms. But they said they were willing to go along with the expressed wish of the community.

## Air Defense

### Observers Invited to Mecca Display

Palm Springs members of the Ground Observers Corps are expected to attend an Air Defense program today, Thursday, at the Mecca school auditorium, with exhibits open from 9 a.m. to 12 noon, 1 to 5 p.m. and 7 to 10 p.m.

The Air Force will have an exhibition the XF-85 "Parasite" jet fighter, which is carried in the bomb bay of a B-29. Movies will be shown at intervals throughout the day and evening. Color films of the F-86 Sabre Jet and the B-47 jet bomber will be among those to be shown.

From Page 1—MORE ABOUT

## RED CROSS

Clinton Mitchell, chairman for the post, was assisted by a staff of Legionnaires and the events went off smoothly.

Among the visiting riders, Bobbie Tetzlaff of Los Angeles won the main event, a one mile race, run in a series of heats, and also the special three mile open. In every race the riders wound up in a blanket finish.

Prizes, gold and silver, were given in the novice races for first and second, by Peter Sheptenko, realtor, with the Streb Theaters giving the third place awards.

Lando Darling, Robert Lubbeck, Claude Darling, Douglas Kriger, James Lubbeck and Phillip Creswell were the winners in the six novice races.

In the Amateur Bicycle League of America races Bob Tetzlaff won the one mile event and the three mile open. Francis Bradiech of Los Angeles won the consolation mile race.

Ellis Titus, 32, was sentenced to six months in county jail, five months suspended, by Judge Eugene Therleau Monday on a charge of attempted assault brought against him by Herbert Pellum, 468 East Andreas road.

Pellum told arresting officers that Titus had thrown a bottle against the windshield of his car Sunday afternoon.

### CAMERA STOLEN

Theft of a 16mm movie camera valued at \$375 was reported to police Friday by Rudi Sidler, 1150 North Indian avenue.



### Flying the Coupe?

PAYING for repairs to your car and for damage to property of others . . . won't be easy, either.

Your best bet against such a financial crash is to have Comprehensive and Collision Insurance on your car.

Ask us about it today!

### SAMSON-CURTIS

Incorporated  
756 N. Palm Canyon Drive  
PALM SPRINGS  
PHONE 2719



(Desert Sun Photo)

**BIRTHDAY PARTY** — Planning the table decorations for the Birthday Luncheon to be given by the Women's Circle of the Community Church next Tuesday are, left to right, Mrs. Walter Fifield, Mrs. Frank Little, general chairman, and Mrs. Lin Lungard. Each month of the year will be represented in table decorations.

## Boyd Nomination Before Governor

Governor Goodwin Knight this week acknowledged the resolution passed by city council requesting that Philip L. Boyd be named a regent of the University of California, and said that he would "give the matter his earnest attention as soon as he had the opportunity to consider the appointment."

The Air Force will have an exhibition the XF-85 "Parasite" jet fighter, which is carried in the bomb bay of a B-29. Movies will be shown at intervals throughout the day and evening. Color films of the F-86 Sabre Jet and the B-47 jet bomber will be among those to be shown.

## SMITH and GUY BIBLE LECTURES

A Bible prophecy, startling in its accuracy . . .

"The Exact Year of Christ's Death Foretold 500 Years in Advance"

— Graphically illustrated  
— Tremendously interesting

TOWN HALL  
CATHEDRAL CITY

Saturday, 7:30 p.m.

## COMMITTEE NAMED TO SPEED DESERT CLEAN UP

In a meeting at Desert Air hotel, approximately 65 citizens representing the major communities in Coachella Valley, pledged wholehearted support of a movement to clear roadsides of rubbish before such forthcoming desert events as the Indio Date Festival on February 17, Palm Springs' annual Desert Circus beginning April 22, and to back a continuing project to keep roadsides free of refuse.

Principal speakers, in addition to Supervisor Homer Varner, who conducted the meeting, were Mrs. Boyd Andrews of Palm Springs, Mrs. Mary Wolseth of Cathedral City, Clarence Washburn of Indio, Riverside county planning director Tyler Suess, Sheriff Joe Rice, road commissioner Bud Keith, and G. E. Malkson of the state division of highways.

Varner outlined a program of cleaning up existing conditions, providing disposal stations, and educating residents and tourists alike to help maintain the desert's natural beauty.

Channeling the enthusiasm of the group into action, Varner appointed a committee to meet

### TO ATTEND MEETING

City Manager R. W. Peterson was authorized by city council Tuesday evening to attend the League of California Cities, City Managers department, meeting at Santa Monica February 25 through 27.

### APPROVE PERMITS

Dance permits for The Hurricane, 185 East Andreas road, and Arthur Murray Studio, Oasis building, were approved by city council Tuesday evening.

## COMING SOON!

THE NATION'S MOST EXCITING EXPOSITION

**BE SURE TO SEE IT  
Bring The Family**

1954

RIVERSIDE COUNTY FAIR &  
NATIONAL DATE FESTIVAL

INDIO, CALIFORNIA

February 17th thru 22nd

New "ARABIAN NIGHTS PAGEANT"

Free — Each Evening — 6:45 P.M.

BRILLIANT NATIONAL HORSE SHOW and COSTUMED PARADE — February 22 — 10:30 A.M.

ORIGINAL CAMEL RACES — Afternoons — 1 P.M.

FESTIVAL OF FAITH — Sunday, Feb. 21 — 9 A.M.

HUNDREDS OF DAZZLING EXHIBITS — LIVESTOCK

Many Other Special Entertainment Features

# SAMARUE

What Does The Name Mean...?

*It Means:*

The most attractive hotel-apartment house in Palm Desert.

Offered for sale as a most desirable investment. 12 units smartly decorated and beautifully furnished. Each apartment designed for home life with completely equipped kitchens. The decor is in the modern style.

There is room for further expansion of rental units—adequate space for at least five more luxuriously designed rooms and/or apartments. The closest apartment-hotel to the most beautiful club in America today — THE SHADOW MOUNTAIN CLUB..

*and most important of all*

A three-bedroom house for the owners to live in and to enjoy the peace and relaxation of the desert while deriving an income from the hotel-apartment .... SAMARUE.

*and further:*

The hotel-apartment boasts of air conditioning by the best known type of refrigeration.

*add to this:*

A swimming pool, properly heated and filtered.

THIS HOTEL-APARTMENT, THE LATEST ADDITION TO DESERT LIFE IS PRACTICALLY NEW AND COMPLETELY INVITING

AND MOST OF ALL WE ARE RECOMMENDING THIS HOTEL-APARTMENT AS ONE OF THE FINEST INVESTMENTS OFFERED IN A LONG, LONG TIME.

*Nothing Supplants  
Experience*

**EDITH EDDY WARD**  
ASSOCIATES

Bob Coates

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Real Estate Brokers Invited

Specializing in  
**PALM DESERT PROPERTIES**  
**SHADOW MOUNTAIN HOMES**

Phone Palm Desert 76-3431 or 76-3421

Take advantage of our seven years experience dealing in Palm Desert properties and our knowledge of property values in the area.  
73-667 Highway 111 — Palm Desert



**SINGING COMEDIENNE** — Dorothy Claire, beautiful singing star who opened in the Starlite Room of the Chi Chi Wednesday night, came to Palm Springs with press critics raving about her singing across the nation and particularly New York City.

## Charel, Miss Claire, Zerbys Headline Fine Chi Chi Show

Charel, a long time favorite of Villagers and considered to have the largest following among Winter residents and visitors here as a concert pianist, is the featured attraction in the Starlite Room of the Chi Chi this week.

Along with Charel and sharing the spotlight when her turn comes up, is beautiful Dorothy Claire, NBC's TV singing comedienne.

Also on the same bill and completing a well rounded night of entertainment are the Zerbys direct from the glittering palaces of entertainment in Paris. The couple do an exciting

dance—one that is breathtaking in beauty.

Charel couples his piano artistry with showmanship gained during his many years of travel abroad as a continental pianist. Two or three seasons ago he was heard at the grand piano in the Blue Room to the delight of diners. He definitely brings the eclat of the Continent into his playing and is delightful to hear, was the verdict.

Dorothy Claire comes to the Starlite Room with advance publicity raves by Walter Winchell; The New York Mirror; World Telegram; Bing Crosby and many others.

## Buy a Forget-Me-Not to Aid Disabled Vets this Weekend

Be prepared to buy a Forget-Me-Not this weekend from a disabled American Veteran salesman and aid in providing care for disabled veterans. Dr. James E. Potter, commander of Palm Springs Chapter 66, DAV, reminded Villagers today.

The little flowers, made in Veteran's hospitals, will be sold on the streets of the Village tomorrow and Saturday by a National team of DAV members, Dr. Potter said.

Money derived from the sale

goes to aid veterans in hospitals and to provide care for other war veterans.

No other solicitation is made during the year and all veterans needing care are referred to Dr. Potter who assists them in gaining hospitalization.

The little flowers, made in Veteran's hospitals, will be sold on the streets of the Village tomorrow and Saturday by a National team of DAV members, Dr. Potter said.

## No License

### Autoist Cited After Accident

Francis Krull, 82, 156 South Indian avenue, was cited for not having a driver's license in his possession and for not having evidence of registration for his car, following an accident at 11:20 a.m., Sunday, in which his car collided with one driven by F. K. Jesse, 31, Palm Springs.

Krull was traveling west out of an alley at 156 South Indian avenue, and Jesse was traveling north on Indian avenue.

Damage to Jesse's car was estimated at \$65, and to Krull's \$10.

## Bid for New Juvenile Hall Has Board OK

Supervisors Monday accepted a bid of \$618,223 for construction of a new county juvenile hall in the south Riverside area.

The bid was proffered by Harvey A. Nichols company of Los Angeles.

## Such good taste

Memorable meals begin at the market.  
For good taste at supper, tonight...  
choose refreshing Olympia Beer, today.



## Desert Indians Topic Saturday of Dr. Bowman

Doctor Francis J. Bowman, professor of history at the University of Southern California will lecture on "The Desert Indian" Saturday at 8 p.m. in the Frances Stevens auditorium. Dr. Bowman studied at Stockholm, Upsala, Sweden; Rostock, Germany; Liege, Belgium; in Paris and at Amsterdam. He worked at the British Museum and Bibliothèque Nationale plus Archives National, Paris.

Dr. Bowman has always been interested in Indians. His introduction to the Desert Indian was by way of Spanish and

early American interest in trails, way of life and environment adjustment. He will discuss their special type of life-adjustment in the Museum lecture. These Saturday night Museum lectures are free to the public.

## No Protest Filed on Paving Plan

No one appeared in protest ordering work done on Improvement District No. 6, Patencio road, at the hearing held by city council Tuesday evening and resolutions were adopted ordering the work and setting the prevailing rates of wage.

First hearing on changing of zones of Deep Well Ranch Estates from guest ranch to RI was also held without protest.

READ SUN  
CLASSIFIED ADS

## WAL Directors Rally Here for Quarterly Meet

Board of directors and executive staff of Western Air Lines will open their first 1954 quarterly meeting here this morning, it was announced today by Bruce Plekett, the airline's Palm Springs manager. Sessions will be held at the Desert Inn.

With Terrell C. Drinkwater, Western's president, as chairman, the board will review 1953 operations and devote special study to traffic resulting from the company's inaugural of direct San Diego-Palm Springs-Las Vegas service, new schedules and equipment which are

increasing vacation travel to this city, and to special promotional campaigns featuring major attractions of the Village.

Board members also will hear a preliminary year-end financial report from J. Judson Taylor, vice-president and treasurer.

In attendance at the three-day conference will be members of Western's board representing every major region served by the airline.

## Howie Named New Agricultural Head

Supervisors Monday appointed Robert M. Howie as county agricultural commissioner to succeed William H. Wright who died Tuesday at his home in Riverside.

Howie has been Wright's chief deputy for eight years.

## Highway Group Headed by Jones

William Jones, chairman of the board of supervisors was named president of the Imperial Highway association when that group met at Elsinore Saturday.

The association is urging the construction of the Imperial highway from El Segundo to El Centro. Much of the route is now constructed.

## California Swimming Pools

Constructed as you wish from \$2495.00

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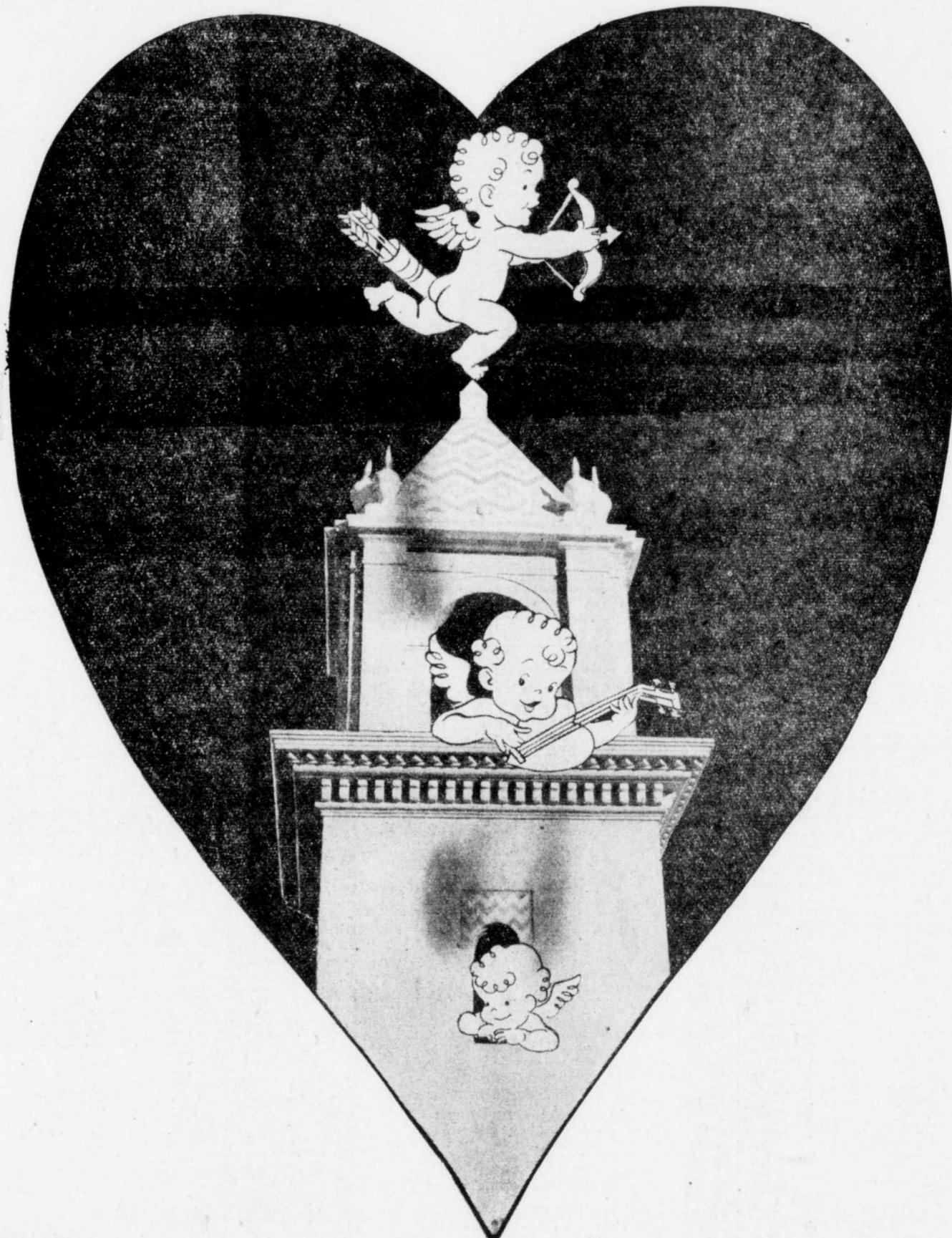
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P.O. Box 1090 Palm Springs

FREE ESTIMATES — FINANCING ARRANGED



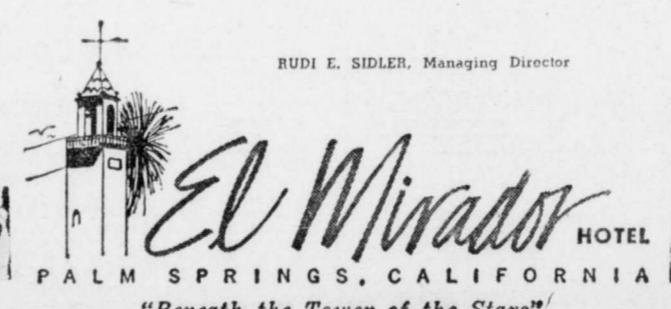
Saturday Night, Feb. 13

## Valentine Eve Party

A smart, sophisticated evening of entertainment and dancing to the music of Eddie LeBaron and his orchestra, plus unsurpassed service and good food in the El Mirador Room. A night you will long remember and enjoy. \$4.50 to \$5.50 per person.

Emil, our Maître d', has prepared a special menu that your sweetheart will love. The decor of each table will be an especial delight — Long white table clothes under which the shy lover may hold his sweetheart's hand. Cupid and his arrows will be a more than welcome guest.

For reservations phone 2044



And don't forget Sunday After-Church Brunch on Valentine Day, February 14, in the Starlite Patio. Table service will start at 11:30 a.m. and continue until 2:30 p.m.

## What is Communism?

By Dr. John R. Lechner, Director  
Americanism Educational League of Los Angeles  
(No. 1 of a series)

### PUBLIC ENEMY NO. 1

Communism, without a question, is the most imminent and serious threat to free government, free economy and personal liberty in America. It is waging a vicious war against the established institutions of this great country. Its strategy of conquest is the exact counterpart of the Soviet conspiracy in Europe and Asia; infiltration, disruption, then violent aggression.

Far too many Americans have had life so easy in America that they ridicule the idea of a communist insurrection in the United States. Informed and unbiased observers, however, are alarmed at the magnitude of Red conspiracy here, and foresee widespread disorder and sabotage, unless the Congress hastens measures to immobilize the communists structure. One day, before too long, every Red traitor expects the call from the Kremlin to strike.

#### WHAT IS A COMMUNIST?

A communist is not necessarily a bushy-haired, wild-eyed fanatic who shouts sedition from a soap box in a public square or in a union hall. He is far more dangerous, because he is more insidious in his methods, more deceitful and dishonest. He may be a clever propagandist in a labor union or among unemployed, playing upon the frustration of a group of workers or upon their distrust of management; he may even deliberately create that distrust by a misrepresentation of facts; he may be the well trained, cunning writer in motion pictures or television who injects his contagious lies into a dialogue to contaminate the thinking of unsuspecting viewers who are looking for pure entertainment.

Or he may be the pious, scholarly exponent of a "perfect world" who tells his credulous listeners in the classroom or church that the "profit system" must be ended in America, because it is incongruous with Christian philosophy. He advocates a plan whereby people may "share and share alike," a Utopia comprised of goodies and angels! He overlooks the fact that such a system would obliterate free conduct, incentive to create and social vitality, and that ONLY under ruthless totalitarianism can all men be leveled to "equality," and an equality based only on the norms of the lowest standards of living.

**COMMUNISM'S PHILOSOPHY**

Communism is a pseudo-philosophy because it is based on false premises. Its basic theory, enunciated in lengthy

democratic and represents the workers.

It is a mark of distinction within the party to cheat, lie, steal, betray and murder, if that act aids the communist cause. It is this complete lack of a moral conscience which explains how the Kremlin and its secret police could deliberately starve or murder over five million peasants and kulaks during the purge of 1932-3. Today, more than fifteen million human beings from the USSR and the satellite countries are in political prisons and slave labor camps in Siberia, dying by the thousands each month by starvation and exposure, their numbers replenished each month by others as a result of continual purges. More than fifty-thousand priests and clergymen have been "liquidated" during the last 35 years. Out of 51,000 Russian Orthodox churches in 1918, only handful remain, and these are used for propaganda purposes.

The history of Soviet conquest and domination, even of its own people, forms the darkest picture in the history of mankind. Communism is the antithesis to the fundamental morality and decency of Christianity and Judaism, and violates the conscience of free people everywhere. There can be no common ground on which

## Two Weeks Left to Register for City Elections in April

Registration for the important city elections in April will close two weeks from today, voters in Council Districts Two, Four and Six, were reminded by City Clerk Louise McCann this week.

Those who are not registered or who have moved since their last registration, must register by February 18, she said.

Registration books are open at the city hall and next week it is planned to establish downtown booths for the convenience of villagers.

Council terms are for four years each and every other year a portion of the council is elected. In 1952, councilmen in the odd-numbered districts were elected and this year, those in the even-numbered districts will be named.

Candidates may file petitions for nomination starting February 13. Time for filing candidacy papers expires March 4.

Incumbent councilmen are

moral nations and immoral communism can meet without the eventual destruction of human decency. Americans must learn this lesson.

Jerry Nathanson, District Two; Jerry Sanborn, District Four and Frank Miller, District Six.

## Author to Speak at Lions Meeting

Willard Price of Cathedral City, well known author of travel books and explorations in little known parts of the world, will be the speaker at today's meeting of Palm Springs Lions Club at 12:10 p.m. at the Blue Room.

One of his earlier books, on the obscure Japanese islands in the Pacific, was used by the United States Navy intelligence staff in mapping its World War II strategy.

Call WESTERN 2709 or the Olman Travel Service, 2756.

# The Desert Sun

and PALM SPRINGS NEWS

Page One-B Palm Springs, California, Thursday, February 4, 1954 Second Section

## FLY WESTERN! Save days and dollars

Take your next trip on Western Air Lines and you'll get there in minutes instead of hours! Flights are fast... fares are low... and you'll enjoy the deluxe comfort of Western's big airliners. It's the modern way to travel!

Call WESTERN 2709 or the Olman Travel Service, 2756.

LAS VEGAS — SAN DIEGO

Fly Western DIRECT!



## TRIPLE GUARANTEE OF PRODUCTS BEARING THE SEAL

STOCK UP ON THESE QUALITY PROVEN BRANDS AT VALUE-PROVEN MAYFAIR MARKETS AND SAVE!

### BARTLETT PEARS

GAYLORD 29-oz. Can **29c**

ARDEN'S YELLOW OLEO 1-Pound Carton **21c**

MAYFAIR BLEACH Half Gallon **19c**

CHICKEN of the SEA TUNA SPRY SHORTENING CLEANSING TISSUES

CHUNKS 61/2-oz. Cans **30c**  
3-POUND CAN **87c**  
BO-PEEP 400 Count **23c**

DURKEE'S New Gold Standard MARGARINE We Redeem Durkee 10c Coupons 1-lb. Ctn. **29c**

### Table-Trimmed MEATS FEATURING MANNING BEEF ARMOUR'S STAR

## CHICKENS

For Stewing Fully Cleaned **39¢**

LEAN, JUICY, READY FOR THE OVEN

## PRIME RIBS

"BLUE RIBBON" U.S. Choice **69¢ lb**

U.S. GOVT GRADED Round or Swiss STEAKS "BLUE RIBBON" **69¢ lb**

FRESH FROZEN Halibut Steaks **39¢ lb**

Eastern Hickory SUGAR CURED HAM Shank **49¢ lb**

Ground Beef **33¢ lb**

CALO CAT FOOD

3 8-oz. cans **25c**

CALO DOG FOOD

2 1-lb. cans **27c**

PLANTER'S PEANUT OIL

Pint bottle **45c**

BREEZE Detergent

Cloth Lge. **30c** Giant **59c**

SURF Detergent

pkgs. **29c** Giant **58c**

RINSO Detergent

Lge. **29c** Giant **57c**

LUX Liquid Detergent

12-oz. **39c** 22-oz. **69c**

LUX FLAKES

FOR ALL FIN FABRIC **28c**

LUX Toilet Soap

Reg. bars **23c** Bath size **21c**

LIFEBOUY Soap

Reg. bar **8c** Bath size **23c**

SNOWY BLEACH

SAFE FOR NYLONS **15-oz. pkg. 39c**

## DEL MONTE FRUIT COCKTAIL

17-oz. Can **21c**

KRAFT'S CHEESE FOOD VELVEETA

2-lb. Loaf **88c**

GERBER'S BABY FOODS

6 4 1/2-oz. Cans **49c**

DEL MONTE, EARLY GARDEN SUGAR PEAS

17-oz. Can **19c**

CAMPBELL'S, RICH RED TOMATO SOUP

Tall Can **11c**

N.B.C. BUTTER WAFERS RITZ CRACKERS

1-lb. Pkg. **32c**

SUNSHINE KRISPY SODA CRACKERS

1-lb. Pkg. **24c**

MILD AND SAFE PUREX BLEACH

Half Gal. **29c**

QUAKER OATS CREAM OF WHEAT

Lge. Pkg. **37c**

C & H SUGAR SCOTTISUE

28-oz. Pkg. **29c**

SCOTTISUE

10-lb. Bag **99c**

REG. ROLL **11c**

## Garden Fresh PRODUCE

IN TOTE BAG

4 lbs. **9c**

ONIONS

2 lbs. **15c**

COMIE PEARS CAULIFLOWER

4 lbs. **4c**

GRAPEFRUIT Hydrated DATES

4 lbs. **29c**

MIXED NUTS **29c**

You ALWAYS Get MORE for your MONEY at...

mayfair market

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Advertised Prices Good Thurs. thru Sun., Feb. 4-7

444 N. Palm Canyon Drive Palm Springs

## Sunday

### After Church

### It's Brunch

at El Mirador's Starlite Patio

Served from 12 Noon to 2 P.M.

### MENU . . .

#### Choice of One:

Iced Freshly Squeezed Orange or Grapefruit Juice  
Iced Tomato Juice or Fruit in Season  
Stewed Fruit or Baked Apple

\$2.00

Eggs (any style) with Ham, Bacon or Sausages  
French Toast, Waffles, Hot Cakes or Buckwheat  
Cakes with Ham, Bacon or Jones Link Sausages  
Cheese Blintzes, with Strawberry Preserves  
and Sour Cream  
Poached Fennel Haddie in Milk, Butter Sauce

\$2.50

Spanish, Fresh Tomato, Chicken Livers or  
Jelly Omelette

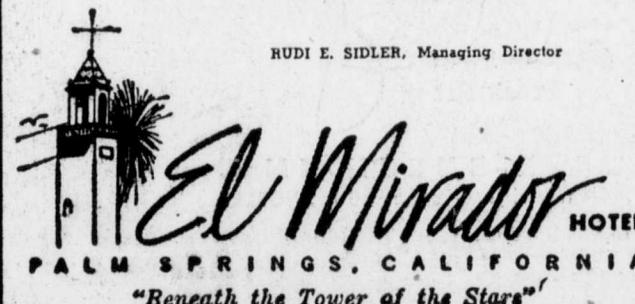
\$3.00

Poached Eggs Benedict  
Fresh Mountain Trout, Saute, Meuniere  
Calf's Liver, Saute, with Bacon  
Chicken Livers Saute, with Apples

\$3.50

Broiled Minute Steak, Hashed Brown Potatoes  
French Lamb Chops  
Tendersweet Ham Steaks, Pineapple Rings,  
Glazed Honey Butter  
CHOICE OF BEVERAGES

RUDI E. SIDLER, Managing Director



EL MIRADOR HOTEL  
PALM SPRINGS, CALIFORNIA  
"Beneath the Tower of the Stars"

## The PUBLISHER'S Corner by OLIVER B. JAYNES

GREETINGS TO READERS from the changed position of "The Publisher's Corner" to the new Editorial Page of The Desert Sun. We decided that the front page should be devoted exclusively to important local news items. So we are inaugurating an editorial page with this issue where the features which you see here will appear regularly.

SOME IDEA as to what improvements people think are the most important for Palm Springs was indicated last week at the meetings of the Coordinating Council, and the Merchant and Hotel associations.

At the Coordinating Council meeting, those who voiced opinions placed a municipal golf course as the civic project most needed. A municipal auditorium was prominent among other proposed improvements along with a truck route bypass that would keep trucks out of the heart of this resort community. The suggestion was also made that the Village needs more recreational facilities for older people, a retirement plan for police and fire personnel, and better parking facilities.

The hotel men and merchants have adopted resolutions favoring the granting of a permit for thoroughbred horse racing at the proposed track of the Palm Springs Turf Club. In their discussions on the subject the merchants and hotel men pointed to the need for more entertainment, the close-by location and the many uses of such a plant in addition to racing that would benefit the city in general.

It is good to get these expressions of opinion. They are not conclusive but they do give an idea as to the wishes of the people. These three projects — golf course, auditorium and horse racing — seem to be right up there at the top. They are all designed to provide more entertainment for our visitors — and as an inducement to bring people here.

**WE LIKE LETTERS** to the editor — wish we would get more of them. Your opinions may be shared with others in the community. All we ask is that you sign them. If you don't want your name used in the paper, that's all right — just say so.

But the people who write anonymous letters just waste their time. We read letters from the bottom up — no signature, no read! We figure that the stuff isn't worth reading if a person doesn't have the courage to sign the letter. It's like an anonymous telephone call; the caller would like to give you a piece of his mind and then hang up. The only way to beat this game is to hang up first. And that's just the way we feel about unsigned letters.

So please send us your letters; we will be very glad to use them, and we will be interested in your ideas — or criticism. But don't forget to sign them!

**COFFEE INVESTIGATION!** — A big staff of attorneys, experts, clerks and no telling how many other federal employees will delve into the coffee price situation and an economic report on coffee will be issued by the Federal Trade Commission. Just how much that is going to cost the taxpayers and how much good it will do no one knows. But it is a typical example of how much people have learned to lean on government for help, by having the government step in and volunteer its assistance.

There is one sure way to check the rise in coffee prices: Buy less. It would cost the taxpayers nothing and get certain results. That's the way such situations used to be handled before people became accustomed to run crying to their government officials everytime someone stepped on their toes.

### This Side of the Sun

By Phat

So from now on,  
There'll be no "Jump"  
You'll get this stuff  
All in one lump.

Note—A "jump" is a word used when an article or story is too long to fit into one page and you are politely asked to "See THIS SIDE. Page so-and-so." For some reason, this practice has irked many people, but, on the other hand, has increased my prestige in the office because of the many letters addressed to "Phat." They didn't know the letters were grimes. But with this new set-up in The Desert Sun, This Side of the Sun will all be in one piece. No thumbing of the pages to find where you're supposed to look. In the above verse (pardon the expression) I first toyed with the idea of saying this would be all in one hunk but could think of nothing to rhyme with that but punk and didn't want to encourage anyone.

AMONG THE WEEK'S communications was one signed Etaoin Shrdlu... It contained a suggestion and a complaint. The suggestion was: "In your widely circulated newspaper (Ed Note, Thanks!) I see where Homer Varner wants the beer bottles and cans cleared from the highways. I'll go along on that. But here's a thought. If beer and other drinks were put back into returnable negotiable bottles there wouldn't be so much debris along the roadsides. A monetary value on a bottle would stay many a hand that sends cans helter-skelter over the countryside. You don't see many Coca-Cola bottles or mixer bottles along the roads. They have value. Of course, if you or the publishers are loaded with American Can stock, you won't like this."

**YOU WILL NOTICE** that there are no so-called "chokes" in this piece today. A "choke" is what we call those dots, periods or what you want to call them, between phrases like this... Mr. E. Shrdlu in his complaint said there were too many in these compositions. "They were originally meant to separate one thought from another in lieu of paragraphing," my erudite correspondent typed. "Inserting 'chokes' between every few words doesn't make for smooth reading, besides look at the space it wastes." Perhaps I should tell him. That's why I used them. Filled up faster.

**ALL RIGHT,** so now I get back at my correspondents. I've got a complaint, too. It's about those people who have forgotten the lowly lower case letter, the small letter, and write everything in capital letters. These

letters are harder to read and entail a lot of marking before the gentlemen who preside over the linotypes will accept them. Then there are many institutions in town who are ambitious to have publicity. And they buy a typewriter which writes nothing but capital letters. That's like the institutions which pick a name longer than Don Klitzbuecher's or mine and expect to get it in a headline where we are cramped for space.

**IDLY SITTING** here, waiting for another thought to flit across what is laughingly known as the brain, I noticed the calendar which I had thoughtfully flipped to February on Monday. Noticed two dates, besides Sundays, in red. Then counted up. The people who only work five days a week, skipping Saturdays, if they observe the two birthdays, that of Abraham and George, will only work 18 days this month. So I'm acting for him both as your chauffeur and your official host."

He drove me to the president's house, showed me to a room and told me that breakfast would be ready for me at seven. When I came down to the dining room, there was the boy wearing a waiter's apron. He served me a wonderful meal and I told him it was so good that I wanted to congratulate the cook personally. So he took me out into the kitchen; there was no one else there—he stood

"Another day, another dollar." In these days it is: "Another five hours, another twenty bucks." You're not too old if you can remember the first phrase.

This is Date Week... Started Monday, runs to Saturday. With some guys, it seems every week is Date Week.

**AFTER THOUGHT**—Maybe I should now change the name of this thing to "Inside the Sun." But some one would probably write in and say: "Well, it isn't any hotter."

### Museum Notes

THURSDAY, February 4—8 p.m. At Museum. Members only. Special film program: "Lost Horizon."

FRIDAY, February 5—8 p.m. At Museum. Anthropology-Geography series: "Wheels Across India."

SATURDAY, February 6—8 p.m. Field trip. Destination to be announced. Bring lunch and water.

SATURDAY, February 6—8 p.m. Frances Stevens School. Guest lecture series: Dr. Francis J. Bowman, professor of history at University of Southern California will speak on "The Desert Indian."

In a simple civilization each person is like an oak standing alone; in a complex civilization each is like a slender tree protected in a forest.—NEA Journal



FRANK PARTRIDGE PHOTO  
**GOLF CAPITAL FOLLOWS MR. GOLF** — Where Ben Hogan goes, there's the center of the golfing world. The above picture taken at Thunderbird last weekend, is equivalent to 10,000 words in telling why Palm Springs is the Winter golf capital

of the world. It shows the large gallery watching Ben Hogan, Mr. Golf, (arrow) in action. When Tamarisk Country Club brought Hogan to Palm Springs it brought the golf capital here, too.

### Confident Living

BY NORMAN VINCENT PEALE

#### Self-Reliance Still Lives



This next week, the birthday of Abraham Lincoln comes round once more. There will be many things said about Lincoln; because he was a many-sided figure of history, but the thing about him that has always impressed me most is that quality of self-reliance which brought him from his backwoods log cabin to the White House at the most crucial time in our nation's history. You may remember the stories of Lincoln as a boy learning his letters at the fire long into the night; or splitting rails to keep alive while he was fitting himself to practice law; or keeping store to help things along.

You may be tempted to ask yourself whether, in our country today, these qualities of self-reliance have disappeared. Aren't we getting soft and lazy?

I don't think so. Just last spring, I received a post card from a college boy whom he sent to my farm at Pawling. He said he would mow lawns, paint, wash dishes, clean cars; in other words, he wanted to work. I had no work of that kind at the moment; so I tore the card in two and started to toss it into the wastebasket. Then suddenly, I pieced it together with Scotch tape and put it in my files. Here was a boy willing to work and that warmed my heart, and I made a point of finding jobs for him.

The great breed hasn't run out. A few years back, I got off train at five in the morning to make a speech in a college chapel and found a boy waiting to meet me. "Are you Dr. Peale?" he asked. And when I said yes, he explained: "I'm sorry to say that the president of our college has been detained in New York. So I'm acting for him both as your chauffeur and your official host."

When my train pulled away from the platform, I looked back and there he stood, smiling, happy and self-reliant. I've followed his career since. Of course he has done well because he learned the vital lesson that, with God's help, you can depend on yourself.

Our country is full of young stars like that. No, Lincoln's breed has not died out.

(Copyright 1954, Post-Hall Syndicate, Inc.)

Harlow H. Curtiss, president of General Motors, announcing a billion-dollar plant expansion program for '54-'55 (\$2 million every working day this year). "No depression is in my vision. It is my belief that the national economy will be strong and healthy throughout the year."

### Dennis, the Menace

By Ketcham



HEY, MOM! MRS. GERBER'S CARDS ALL LOOK LIKE LITTLE VALENTINES!

### City Wide Recreation

(as reported by City Recreation Department)

**SQUARE DANCING**—Tuesday, 8 to 11 p.m. Frances Stevens School auditorium. Admission by donation, open to everyone. Walt Baumann, caller.

**BASKETBALL**—Monday and Wednesday, 7:30 and 8:30 p.m. High school gymnasium. Admission free.

**TAMARISK PARK**—Picnic facilities; lighted tennis courts, 25 cents an hour; lights; shuffleboard courts, horseshoe courts, children's playground. Open every day.

**DeMUTH PARK**—Relaxation facilities.

**YOUTH CENTER**—Monday through Saturday, 3:30 to 5:30 and 6:30 to 9:45 p.m. Open to boys and girls 13 to 19 years of age. For information regarding use of Polo Grounds, contact

### Quotes

Courage is too often though of in terms of heroism or dramatic action. But if you are observing you may see the highest form of courage in the life of very ordinary persons caught in a web of tragic circumstances.—Audubon County (Iowa) Journal

Prices are so high these days if you spend a dollar, they ring up "No Sale!"—Louisville Courier-Journal.

Placing a child in the care of an adult who doesn't love children is like handing a choice bouquet to someone who just lays it aside.—Marcelle Cox, Ladies Home Journal.

Howard Haddock, recreation director, Phone 2202.

## Another for Hogan

Ben Hogan has again scored another first—he gathered the largest gallery ever assembled at a Thunderbird Member-Professional tournament. The greatest golfers of the era were here to show their prowess and par was never so humbled, but it took Ben Hogan of the local Tamarisk Club to bring in the spectators.

Big time golf is comparatively new to the Palm Springs area. It started with the promotion of the Thunderbird Club under the able direction of Frank Bogert and his associates. The club went through a few years of organization in which it took no small amount of ingenuity on the part of the organizers to make the club what it is today. The history of Thunderbird golf tournament is legion. It now ranks as one of the major golf tournaments of the nation.

After the Thunderbird venture was well under way, a group associated with M. O. Anderson started the present Tamarisk Club. In starting they decided to bring in the foremost golfer of all time as their golf pro — Ben Hogan. This step would never have been taken except for the fact that Hogan considered Palm Springs the ideal spot for winter golf.

His cooperation in promoting Tamarisk has been phenomenal — his efforts in promoting Palm Springs as the "Winter Golf Capital" of the nation have gone a long way in making Palm Springs exactly that.

While Ben didn't win the tournament he made it a major event in golf. All the major news services, Time, Life, March of Time, all the top golf writers were on hand to record the event. Bantam Ben is doing a fine job for Tamarisk but he is doing a major job for Palm Springs — after all — he is a major leaguer.

## Westinghouse Appliances Sales and Service

Refrigerators — Freezers — Disposals  
Ranges — Dishwashers — Air-Conditioners  
Laundromats — Dryers

## HAMMER ELECTRIC LICENSED CONTRACTOR

196 South Indian Avenue Phone 2888

Commercial and Domestic Refrigeration Service

Small Appliances — Fixtures — Materials



## Making Friends is Our Business

Recently we announced that Anheuser-Busch had set a new world record in 1953...with sales of Budweiser and Michelob substantially greater than the sales ever made in any year... by any other brewer...anywhere in the world.

We've thought a lot about that record. We're proud of it, of course. But, even more than the sales leadership itself, we value what it means. It means we can have even stronger faith in producing Budweiser and Michelob by the costliest brewing process on Earth. It means that America's good taste continues to demand the very highest quality. It means this record belongs to you as much as it does to us.

And it belongs to the retailers who serve you. Throughout our more-than-100-year history, we have valued the friendship of these businessmen who are partners on the Budweiser team. Now, more than ever, we appreciate their confidence.

Although sales leadership is nothing new to Anheuser-Busch, we promise to continue to merit your good will on the basis of the unmatched quality of Budweiser and Michelob, and by always remembering that "MAKING FRIENDS IS OUR BUSINESS".

R. B. Busch  
President

ANHEUSER-BUSCH, INC.  
ST. LOUIS, NEWARK and soon LOS ANGELES

BUDWEISER...In bottles, in cans and on draught.  
MICHELOB...On draught only.

## New Cadillacs

1 - '53 — 62  
4 door sedan  
•  
1 - '53 — 75  
8 passenger sedan  
•

Discounts up to \$1500  
**Plaza Motors**  
182 E. Arenas Road  
Tel. 5122



(Desert Sun Photo)  
FIRST 1954 IMPROVEMENT ACT — The first street paving project petitioned by local residents under the 1954 Improvement Act was completed last week, with a hot-plant mix pavement, concrete curbs and gutters placed on Calle

Enilia between Ramon road and Camino Parocela at a cost of \$4,057.50. Equipment of the contractor, Hicks and Allred, is pictured in the final stages of the work.

## Cathedral City News

By Paul and Mildred Clark—Phone 8-4691

### Woman's Club

The Palm Springs Area Yearbook now on the stands has over forty pages of colorful desert pictures and maps and is one of the most colorful resort publications in the United States today. Twelve pages of the wildflowers of the West in full color has been recently added. The book tells the complete story of the Palm Springs Area...

## DIRECTORY

### Palm Springs and Desert Area Real Estate Firms

#### PALM SPRINGS Phone

APPLEBAUM, DAVID 5555  
326 S. Indian Ave.  
BOGESS, Incorporated 2971  
Penthouse 31, The Plaza  
FULTON, MURIEL E. 2225  
119 S. Palm Canyon Dr.  
GANNON REALTY CO. 2772  
711 N. Palm Canyon Dr.  
HAMMOND, JAMES 5373  
875 N. Palm Canyon Dr.  
HARRY REED and  
RUSSELL WADE 2855  
850 S. Palm Canyon Dr.  
HICKS, HAROLD J. 2736  
813 N. Palm Canyon Dr.  
ISRAEL, ADOLPH 2981  
671 N. Palm Canyon Dr.  
JAMES, MARTHA 2751  
445 N. Palm Canyon Dr.  
MATHEWS, CHAS. J. 5308  
180 S. Indian Ave.  
MILLER, FRANK W. 2029  
428 N. Palm Canyon Dr.  
MUNHOLLAND & CO. 3673  
1059 N. Palm Canyon Dr.  
NICHOLS, CULVER 2182  
861 N. Palm Canyon Dr.  
PALM SPRINGS REALTY CO 190 N. Sunrise Way 2742  
PRESS, THERESA 5282 or  
420 S. Indian Ave. 5691  
RAY, TERRY ... 2064 or 5103  
773 N. Palm Canyon Dr.  
ROCKS, MADGE O. 7375  
P.O. Box 669  
SHEPTENKO, PETER B. 2727  
The Pioneer Realty Co.  
475 N. Palm Canyon Dr.  
VENGER, LOUIS 5595  
3775 N. Indian Ave.  
Mail Address P.O. Box 1447  
WEINSTEIN, RALPH 2884  
256 1/2 S. Palm Canyon Dr.  
WILLIAMS, JOHN W. 3311  
423 N. Palm Canyon Dr.  
WRIGHT, BILLY 5727  
180 S. Indian Ave.

#### CATHEDRAL CITY

BILES, RUTH 8-4371  
56 Glenn Street  
BLAKELEY, M. H. 8-4313  
HILLERY, WILLARD R. 8-3417  
JORGENSEN, E. M. 8-3401  
68-574 Broadway  
LEWIS, ANN REALTY, 85002  
Formerly Ann Sloan Realty  
661 Broadway  
SHERILL, R. H. "Bob" 707 and 713 "D" St. 8-3543

#### THUNDERBIRD AREA

BURKE, TONY, INC. 83481  
Wonder Palms Rd at  
Hiway 111

#### RANCHO MIRAGE

EWART, ESTELLA C. 8-4203  
COACHELLA

RALPH L. STEPHENS CO.  
Hill Ave. and Hiway 111

#### PALM DESERT

EDITH EDDY WARD  
Palm Desert 76-3431  
73-667 Highway 111

HOUSE OF ROY 76-4702  
Luis Roy, Broker  
Palm Desert Biltmore

#### THOUSAND PALMS

HAL CORNELIUS 393

#### INDIO

RALPH L. STEPHENS CO. 7-7371  
Lupine Ave at N. Jackson

12 UNIT COURT \$4500 Down  
Trailer and Cabana, \$200 down, \$55 per month  
Large business corner near Racquet Club.  
Make offer.

LOUIS VENGER  
3775 N. Indian Ave.  
Phone 5595  
Good Will To All

HELP YOURSELF TO  
HEALTH  
WITH THE  
Green Magic of  
B-L No. 10

B-L No. 10 is designed to help you build blood, overcome hardening of the arteries, heart muscle fatigue, anemia and general "Run-down" condition.

Now Available at  
El Paseo Pharmacy  
800 No. Palm Canyon Drive

Ramon Drug  
454 So. Indian

Village Pharmacy  
201 No. Palm Canyon Drive

Library Booming  
Librarian Warner Moon reports that book circulation at

Half the Fun  
of  
RODEO TIME  
is  
Going Authentic Western

IT'S NO BULL  
for Value and Selection  
shop Western Wear for  
the Whole Family at

Scotts  
Desert Wear

Sun Classified Bring Quick Results

Hiway 111, Cathedral City  
PHONE 8-4573  
Open 7 days a week from  
9 A.M. 'til 8 P.M.  
SMOKE TREE RANCH  
Phone 5102  
Open 7 days a week from  
9 to 5

## NELLIE LUTCHER

## SADDLE & SIRLOIN

317 North Palm Canyon Drive  
Phone 9069 for Reservations

## Realty School

### Course to Open At Chaffey Soon

Culver Nichols, president of Palm Springs Real Estate board, was among eight southern California area board heads to endorse the professional program in real estate sponsored by the University of California extension.

In cooperation with the California division of real estate, the educational committee of the National Association of Real Estate boards, and the California Real Estate association, Earl Ventner, head of the program for the university said. Two courses are planned for Spring study at Chaffey Junior College, Ontario, starting February 16. The courses lead to an award in Real Estate.

## See "Miracle" Venetians in Plastic Lume Duette

### NEW CHARM & BEAUTY FOR YOUR DECOR!

You must see these new plastic lume Venetian blinds today! You'll be amazed at their "miracle of beauty"—just as so many others have! Choice of 11 popular interior shades; 2-tone exterior. Best of all—they're priced low for the budget-wise.

For weekend appointment  
Phone Palm Springs  
2363  
EASY TERMS

Free Estimates,  
No Obligations

### United Venetian Blind Co.

5430 CRENSHAW BOULEVARD

LOS ANGELES, CALIFORNIA

## Open to the Public El Mirador Health Club

featuring . . .

### FINNISH STEAM ROCK BATHS

with Noted Masseur

### Fred Leemans in charge

### MEN'S AND WOMEN'S DEPARTMENTS

Hours: 10 A.M. to 8 P.M.

Call 2044 for appointment

El Mirador HOTEL  
PALM SPRINGS, CALIFORNIA  
"Beneath the Tower of the Stars"

### READ SUN CLASSIFIED ADS

it's  
new!  
it's  
terrific!

Beautifully  
constructed

### NOTHING ELSE LIKE IT AT THE PRICE!

Inner-Door Compact —

Built-in Mirror in top tier

### NEW DOUBLE-DUTY MOCK SHELL BAG

\$5.95

plus tax

HENRYFRANK

130 NORTH PALM CANYON DRIVE

BE MY  
VALENTINE AND  
OPEN OR ADD TO YOUR  
SAVINGS ACCOUNT BY  
THIS DATE

— AND YOU'LL  
STILL RECEIVE  
OUR HIGH RETURN  
FOR THE FULL MONTH

HERE'S WHERE YOUR  
SAVINGS GROW FASTER!

Our Current Interest Rate **3 1/2%**

Coachella Valley Savings  
AND LOAN ASSOCIATION

"Where Money Grows Faster"

176 S. Indian Avenue  
Phone  
Palm Springs 2954

45-149 Smurr Avenue  
Phone 7-3416 Indio



# FREE, CONVENIENT PARKING

# FOR PATRONS OF

Kelley's

Palm Springs' Oldest and Largest Home Furnishings Store

Phone 2874 or 6201

Progress

We are doing our utmost to keep pace with the growth of Palm Springs and its entire resort area.

Now we are pleased to offer the additional facility of parking in the heart of the downtown section while you transact your business with the Bank of America.

**Bank of America**  
NATIONAL TRUST AND SAVINGS ASSOCIATION  
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Exquisite Form  
BRASSIERES

STYLE 505 — In Acetate SATIN  
Stitched undercup, firm uplift with 1½ inch band.

A Cup — 32 to 36  
B Cup — 32 to 40  
C Cup — 32 to 42  
White, Black, Pink, Blue

C Cup — 32 to 42  
White, Pink, Black

STYLE 502 — in BROADCLOTH  
A Cup — 32 to 36  
B Cup — 32 to 40  
C Cup — 32 to 42  
White and Tearose

\$1.50



STYLE 506 — in NYLON  
A Cup — 32 to 36  
B Cup — 32 to 40  
White only

\$2.00

Beebe's

152 N. Palm Canyon Drive

Phone 5247

## CENTER PARKING LOT

1 HOUR FREE PARKING WITH PURCHASE OF 1 OR MORE FROM ANY CENTER MERCHANT



THE CENTER PARKING LOT

Take advantage now of the new parking facilities made possible for you by the merchants represented in this announcement. The parking facilities are located in Palm Springs most convenient shopping district.

The only Shop devoted exclusively to the JUNIOR MISSES Play . . . School and Party Clothing  
**mary helen teen shop**  
"In The Center"  
174 No. Palm Canyon Drive Phone 2466

  
Flowers spread Happiness wherever they go! Whether it's a Valentine, a gift or just Hello.  
**VILLAGE Flower Shop**  
174 N. Palm Canyon Dr. Phone 2533

## UNDER NEW MANAGEMENT

We are indeed proud to announce the ownership of the most popular drug store in Palm Springs

We wish to assure everyone that we will strive to keep our service to you at the topmost rung of efficiency and courtesy. Our shelves will be stocked with the best in cosmetics, drug sundries and supplies. Unsurpassed care will be exercised in the preparation of prescriptions.

We are happy to provide the new parking facility on Indian Avenue, opposite the Center.

**PALM SPRINGS DRUG & IMPORT CO.**  
GEORGE MORRIS, Proprietor  
160 N. PALM CANYON DRIVE TELEPHONE 3333

  
**The King's Quarters**  
Youth Attire

POPULAR, NEW  
EARLY SPRING  
MACHINE WASHABLE  
SHIRTS



GAUCHO SHIRTS by Don Roncho	\$3.50
Keynee Colorstone CASUAL SHIRTS	\$3.98 to \$4.25
Long & short sleeve POLO SHIRTS	95c to \$3.50

SUITS -- JACKETS -- SPORT COATS  
SLACKS -- JEANS -- SWIMWEAR  
ROBES -- PAJAMAS -- SOCKS -- TIES

EVERYTHING for the YOUNG MALE — sizes 4 - 20

IN THE CENTER

put a  in your printing...and have it printed in Springs



For The Discriminating HOME OWNER

Everything one needs for a beautiful and practical fireplace. Specializing in All Types of Custom Made Fireplace Equipment and Screens — BARBECUES and EQUIPMENT UNUSUAL GIFTS IN

Black Wrought Iron - Brass - Copper

MIKE'S

  
**FIRESIDE**  
AND GIFT SHOP

YOUR FIRESIDE DECORATORS

171 No. Indian Avenue

Palm Springs Phone 5389  
Open Sundays 10 until 5

"FIRST WITH THE LATEST"

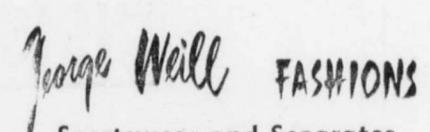
**BECK BROTHERS**  
MEN'S WEAR

SPORT COATS  
SLACKS  
SUEDE JACKETS  
NOVELTY JACKETS  
SPORT WEAR  
SPORT SHIRTS  
ACCESSORIES

SEVERAL ITEMS PRICED FOR IMMEDIATE CLEARANCE UNUSUAL VALUES

Free Parking in Our Big Parking Lot  
Opposite The Center — Indian Avenue

For especially nice SWIM SUITS and accessories or SHORTS or PEDAL PUSHERS or a SUN BRA or perhaps a SKIRT or just a BLOUSE or pretty SEPERATES to dance please see us first.

  
**George Will** FASHIONS

Sportswear and Separates

P.S. In our newly redecorated store you will find merchandise displayed to make shopping lots more fun. Do come and see.

170 North Palm Canyon Drive

Phone



INDIAN AVENUE ENTRANCE TO THE CENTER

The Indian Avenue entrance leads into one of the most fascinating shopping centers in the heart of the Palm Springs resort area. Validate your parking tickets at any of the merchants listed in this announcement.

## WE ARE DELIGHTED . . .

We are delighted to have had a part in the creation of the new parking organization composed of merchants located in The Center.

Here Villagers, visitors and patrons of these merchants will find parking facilities for their automobiles in the very heart of the Village.

**The Desert Sun**

# FOR PATRONS OF 'THE CENTER'



INDIAN AVENUE ENTRANCE TO THE CENTER

The Indian Avenue entrance leads into one of the most fascinating shopping centers in the heart of the Palm Springs resort area. Validate your parking tickets with any of the merchants listed in this announcement.

#### For The Discriminating HOME OWNER

Everything one needs for a beautiful and practical fireplace. Specializing in All Types of Custom Made Fireplace Equipment and Screens — BARBECUES and EQUIPMENT

#### UNUSUAL GIFTS IN

*Black Wrought Iron - Brass - Copper*

#### MIKE'S



YOUR FIRESIDE DECORATORS

171-No. Indian Avenue

Palm Springs Phone 5389

Open Sundays 10 until 5

#### "FIRST WITH THE LATEST" **BECK BROTHERS** MEN'S WEAR

SPORT COATS

SLACKS

SUEDE JACKETS

NOVELTY JACKETS

SPORT WEAR

SPORT SHIRTS

ACCESSORIES

SEVERAL ITEMS  
PRICED FOR  
IMMEDIATE  
CLEARANCE  
UNUSUAL VALUES

Free Parking in Our Big Parking Lot  
Opposite The Center — Indian Avenue

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#### The Desert Sun

For especially nice SWIM SUITS and accessories or SHORTS or PEDAL PUSHERS or just a SUN BRA or perhaps a SKIRT or just a BLOUSE or pretty SEPERATES to dance in, please see us first.

*George Weill* FASHIONS  
Sportswear and Separates

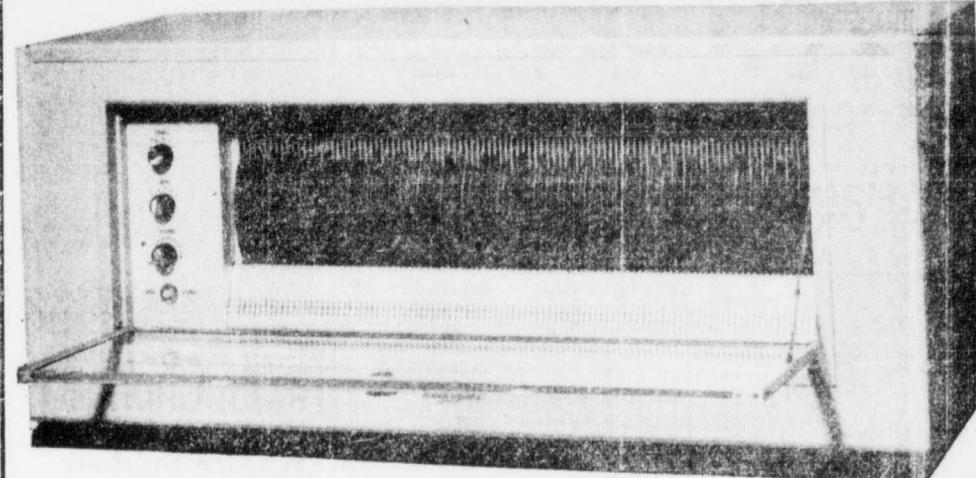
F.S. In our newly redecorated store you will find merchandise displayed so as to make shopping lots more fun. Do come and see.

170 North Palm Canyon Drive

Phone 5297

#### MINTHORNE MUSIC COMPANY

IN THE CENTER



Exclusive Distributor of the Town's most talked about Phonograph

#### The Seeburg 200 Select-O-Matic

Plays 100 records, 200 selections automatically.  
Up to 25 hours of continuous music without repetition.

Also a Complete Selection of

HI-FIDELITY AMPLIFIERS, TUNERS, SPEAKERS,  
ENCLOSURES AND 3-SPEED RECORD CHANGERS

#### Town and Country

In The Center

Specializing in



#### Smorgasbord

Also Regular Dinners

Choice Steaks — Chops — Fried Chicken  
Barbecued Loin Spareribs

#### LUNCHEON BUFFET

#### COCKTAIL LOUNGE

Served 12 Noon 'til 3 P.M.

Personalized Service by your Hosts, The GILBERTS  
Free Parking for our Patrons

What is  
Costume  
Jewelry?



Costume jewelry is a carefully chosen, integrated part of a well-dressed woman's wardrobe — it is a part of her daily life, it sets her apart and glamorizes her individuality.

*Jewels by Alchian*

174 North Palm Canyon Drive

Phone 7555

## School Boys Pick Cotton to Aid March of Dimes Drive

An interesting and unusual scene took place last week when all the boys from Chase School at Thousand Palms turned out to pick cotton for the March of Dimes campaign.

Mrs. Thurston Chase, Jr., director of the school which is sponsored by the Desert Educational Foundation, explained that it is the policy that all spending money must be earned. The boys do this by growing vegetables and aiding in chores around the 110-acre ranch.

Friends of the Foundation on nearby ranches have been sufficiently impressed by the boy's ability to ask their aid in farm work. This being the final har-

**The Desert Sun** 6b  
and PALM SPRINGS NEWS  
PALM SPRINGS, CALIFORNIA  
Thursday, February 4, 1954

### FIRST CHURCH OF CHRIST, SCIENTIST, PALM SPRINGS

A Branch of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass.

Sunday Service, 11 A.M.  
Wednesday Meetings, 8 P.M.  
(Women's Clubhouse)  
Sunday School, 9:15 A.M.  
271 Ocotillo Avenue

The Reading Room in The Church is open daily, except Sundays and holidays from 12 to 4.



## Michael Buccino Finest Custom Made

DRAPERY  
BED SPREADS  
CORNICES  
UPHOLSTERY

### BEAUTIFUL SELECTION OF FABRICS THAT TAKE THE DESERT SUN

Good Modern Furniture and Lamps and FINE CARPETING at Prices you will like

Now in Our New Location  
71-845 HIWAY 111 AT RANCHO MIRAGE  
(in the Don Cameron Building)

NO PARKING PROBLEM

May we have the pleasure of giving you an estimate  
NEW PHONE 8-4861

## Business Directory

AMBULANCE SERVICE • BUILDERS SUPPLIES •



AMBULANCE  
SERVICE

WIEFELS & SON  
666 Vella Road  
Phone 2977  
Palm Springs.

BUILDING SERVICES •

J&S Paving Co.

Asphalt Paving — Roads  
Driveways - Parking Areas  
Concrete Curbs, Walks, etc.  
Serving the Entire Desert  
Area at Reasonable Prices  
OFFICES and YARD  
Highway 99 Below Cabazon  
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Ph. Banning 4215 - Box 74

FLOOR COVERING

CARPETS — RUGS

Complete contract department for  
Hotels, Apartments, Motels and  
Commercial users. All major mills  
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All workroom facilities, sewing  
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Phone 73871

Samples and Estimates to your  
home or office at no cost  
or obligation.

ALSO AT RETAIL FOR  
THE HOME

vesting of cotton, the 28 school boys volunteered to give their day's earnings to the March of Dimes.

Enthusiastically led by student Jimmy Wilson whose recovery from the disease years ago was so greatly aided by the Polio Foundation, they turned in their pay to the March of Dimes campaign.

Mrs. Thurston Chase, Jr., director of the school which is sponsored by the Desert Educational Foundation, explained that it is the policy that all spending money must be earned. The boys do this by growing vegetables and aiding in chores around the 110-acre ranch.

Friends of the Foundation on nearby ranches have been sufficiently impressed by the boy's ability to ask their aid in farm work. This being the final har-



COTTON TO MARCH OF DIMES — Boys of Chase School at Thousand Palms pick cotton at neighboring ranches and do-

nate their day's pay to the March of Dimes. They are shown above in the cotton fields.

## Rabbi Chomsky Speaks Friday at Temple Isaiah

Rabbi Samuel W. Chomsky will occupy the pulpit of Temple Isaiah tomorrow night at 8:15 o'clock.

Rabbi Chomsky is the area director of the National Jewish Welfare Board, a member of the USO, and is a graduate of the Hebrew Union College. He spent three years in Israel on the Henry Morgenthau Graduate Fellowship. He was a chaplain in World War II and was the senior Jewish Chaplain in the Southwest Pacific and a member of General Douglas MacArthur's staff as advisor on Jewish affairs.

The Rabbi is a lieutenant colonel in the Army Reserve in the Chaplain's corps. Rabbi Chomsky has a number of friends in this community and it is expected that a large congregation will be present to listen to his message.

Saturday morning services will be held at 10 o'clock.

Religious school classes will be held at 10 o'clock Sunday.

## New Members to be Received at Cathedral City

Communion service and the reception of new members will mark the morning worship hour at 11 o'clock at Cathedral City Community church, Dr. Graham Hunter, pastor, announced.

He will preach the sermon at that hour.

Dr. Graham also announced that the Thursday morning prayer meeting at 11 o'clock are increasing in interest with attendance growing.

Automobiles will leave the church at 1:30 p.m. today for the Charles Nott home in Rancho Mirage where Mrs. George Armacost will this afternoon address the Women's Auxiliary of the Community church.

## Youth for Christ Rally Saturday

Monthly Desert Area Youth for Christ rally will be held Saturday night at Palm Springs Community church starting at 7:30 p.m.

On the program will be Ted Nissen who was in the work-camps in Germany and in youth conference work in Berlin. Phil Harris and Hugh Harris. The trio have been on a part of the College World travelers and will talk on experiences in Germany, Japan and Alaska.

The Scolville sisters of Sierra Madre, vibraphone and piano artists, are also on the program.

### FINDS SATCHEL

Finding of a brown and gray zipper satchel was reported to police Friday by Harry Higgins, 336 North Palm Canyon drive.

5-ROOM HOME, \$9,150  
\$500 Down  
Also Walled Estate For Rent  
3 bedrooms, 2 baths, rumpus room, bar, pool, double garage.

\$1,000 per month  
Also, land — \$50 per acre  
Also, lot — \$1,000

LOUIS VENGER  
3775 N. Indian Ave.  
Phone 5585

"All Men Are Brothers"

## Plan Duplicate Services Each Sunday Morning

### Prophecies Subject at Cathedral City

"The Exact Year of Christ's Death Foretold 500 Years in Advance" will be the subject Saturday evening in the Bible Prophecy Crusade series being conducted in the Town Hall in Cathedral City.

Meetings are held each Tuesday and Saturday at 7:30. Motion pictures and special musical numbers are added features. All are welcome.

### Chamber Directors to Meet Feb. 11

Board of directors of the Chamber of Commerce will hold its next regular meeting Thursday, February 11, at the Chamber offices, President Harry Paisley announces.

### Rockhounds

SLAB OR

CHUNK MATERIAL

Spheres - Jewelry Findings

New and Used

Lapidary Machinery

Custom Cutting

Frank Sander

MORONGO VALLEY, CALIF.  
opposite Signal Station

## SIGNS

A. K. MAGENNIS

410 N. Indian Ave.

PHONE

2648

## Cub Scouts

### March of Dimes Gets New Boost

Den 7 of Cub Scout troop 80 unanimously voted at their recent gathering to give one half of their treasury to the March of Dimes to help other children not as fortunate as they are.

Boys in the Den are Kingston Cole, Stevie Nichols, Dee Roberts, Ronald Weinsteine, Donald Bodron, Henry Heuck, Ken-

ny Breitweg, Dallas Lavert, Alan Silverman and Billy Bruce, den chief.

## Kon-Kre-Kota

CEMENT FLOOR FINISHES  
SWIMMING POOL COATING  
WHITE ROOF COATINGS

## PAINTS

HEAT RESISTANCE  
SALES—SERVICE

Phone 5677

## Flower Arranging

Instructions — Consultations

Modern Dry Arrangements suited

to your home

WEDNESDAY CLASSES

JOSHUA TREE STUDIO

Hetty Dudley

2511 N. Palm Canyon Dr. Phone 3256

## Dr. Sidney Noles, Jr.

### Optometrist

- Eyes Examined
- Same Day Rx Service
- Latest Modern Eyewear

170 West Amado Road

Phone 2212

## TELEMEETER Pay-As-You-See Television presents

Thursday, February 4

### "The Stars Are Singing"

Starring Rosemary Clooney and Lauritz Melchoir  
7:35 P.M. and 9:20 P.M. — Price \$1.10

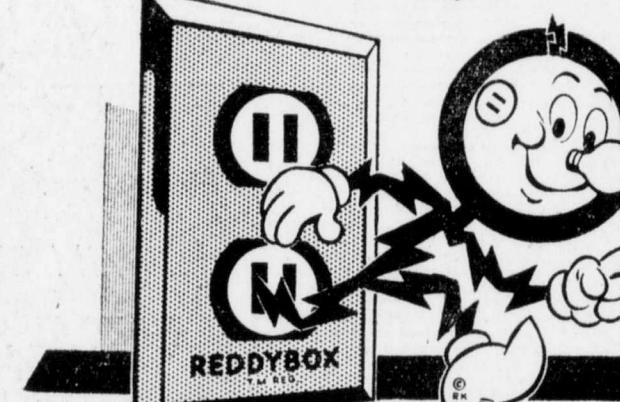
Friday and Saturday, February 5 and 6

### "The Wild One"

starring MARLO BRANDO

7:35 P.M. and 9:05 P.M. — Price \$1.15

for QUICK ACTION!



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# The Desert Sun

and PALM SPRINGS NEWS

Page One-C

Palm Springs, California, Thursday, February 4, 1954

Third Section



With Hildy Crawford

Sing a song of palm trees . . . pocket full of bills . . . Four and twenty Cadillacs . . . swooping down the hills . . . Sunshine on the mountains . . . glinting on the pools . . . Shining on Palm Canyon drive . . . the city hall and schools . . . And when the desert stars come out . . . the neons come out, too . . . The palm trees are all lighted up . . . and there are things to do . . .

For Villagers and visitors . . . and they don't miss a thing . . . Now, isn't this a jolly place . . . to entertain a king?

In case this bothers you . . . I'd better tell you . . . I only get poetical in February . . . and in February in Palm Springs being what it is . . . just isn't surprising . . .

Mille Warwick (she's social secretary at The Tennis Club and the popular treasurer of Desert Riders) is wearing Keith Herbert's diamond . . . and they have announced plans for a late Spring wedding . . . Marriage plans are awaiting recovery of Keith's brother, Gavin Herbert . . . who was injured seriously when he was hit by a car during the holidays . . . Gavin is to be best man at the wedding . . .

## City of Hope

Things are still very much hush-hush concerning the entertainment for the City of Hope dinner . . . but it promises to be another spectacular affair . . . For one thing, Leo Fields is helping with the arrangements . . . and I understand that he will emcee the show . . . There is a master showman . . . For another thing Melba Bennett is doing the decorations . . . and she is noted for coming up with the ultra-unusual . . . Many of the ideas that added so much color to the Village Insanities were her brain-children . . . and she has been the moving spirit in some of the dreamiest parties the Village has ever seen . . . It looks like this will be real good . . .

## Anniversary

Vicki and Billy Malouf had not announced that it was their 24th wedding anniversary . . . but guests at their Saturday night party surprised them with a flat silver service . . . accompanied by a Jana sketch of them as they looked at their

Two Weeks in July

And what are you planning to do this Summer? . . . It isn't this gorgeous Spring weather that make me ask . . . it's hearing about the vacation plans of the David Roths . . . Prince Michael of Rumania has asked them to be his guests for two weeks . . . when they go to New York next Summer . . . You remember the Prince spent 10 days in the Village not too long ago . . . and became acquainted with the Roths at that time . . .

So many Los Angeles and Beverly Hills people came down for the party . . . that it inspired other hostesses to entertain them . . . Tom and Theodore Fleming whipped up an impromptu cocktail party Sunday evening for 25 or 30 . . . and the Harold McAlisters hosted a Sunday night dinner at The Tennis Club . . .

The Flemings, continuing their series of informal parties, were dinner hosts to Commander and Mrs. Maurice Horner, Dr. and Mrs. Alfred Strauss, Commander Tom White, and Jerry George of New York . . . The latter is here recuperating from injuries received December 19, when he was in a plane crack-up near Zurich, Switzerland . . .

## Pearl King

The man who has a world monopoly on the pearl trade, Leonard Rosenthal of Paris, France . . . is here with his wife . . . for a two months vacation at the Palm Springs Biltmore . . . His autobiography "The Pearl Hunter" tells the story of how in 20 years time . . . a penniless immigrant to France amassed 100 million dollars . . . and became the Pearl King of the world . . . An interesting personality . . . with one of the few beards to be found in Palm Springs . . . Rosenthal is a noted art collector . . . The French Government made him a Commander of the Legion of Honor for his many philanthropies . . . Also at the Biltmore is Mrs. Savely Sorine of New York . . . widow of the great artist who painted the portraits of Queen Mother Elizabeth and Queen Elizabeth . . . which the Metropolitan Museum is hoping to add to their collection . . .

Eating Cantonese food at Don the Beachcombers Monday evening . . . were Bing Crosby and Pete Pettit . . .

Calling 8-4422

Betty Herbert called me on their new telephone (They've been isolated without one ever since they moved into their new

IT'S NEW!

IT'S DIFFERENT!

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SPECIAL RACK!

... We want to know you and you to know our stock . . . So each day there will be "One Day Specials."

*Ruth Bradley*

FASHION CENTER

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from Britain

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## Guild to Meet on Tuesday

Mrs. Fred S. Markham of Smoke Tree Ranch will be hostess to the Guild of St. Paul's in-the-Desert next Tuesday, February 9. The meeting is called for 12:30 and tea, coffee and dessert will be served.

At this time, plans will be

perfected for the annual rummage sale to be held the last of March.

Mr. and Mrs. George Harney were hosts Monday evening at the Racquet Club to Mayor Clifford Rishell and Mrs. Rishell of Oakland, California.

Other guests for the pleasant dinner which took place in the Garden Room were Mr. and Mrs. Irving Moore. The dining table was centered by spring flowers.

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## Social-Club Calendar

(Clubs and organizations are invited to send in meeting dates for listing.)

**February 4**

DAR Birthday luncheon, El Mirador, 12:30 p.m.  
Lions Club, Chi Chi, noon.  
Elks Lodge, at the Cove, 8 p.m.  
Eastern Star, Masonic Temple, 8 p.m.  
Queen Scheherazade finals, Shadow Mountain Club.

Jaycees Board of Directors meeting, Chamber of Commerce building, 8 p.m.  
**February 6**

Los Compadres Bronc Busters Ball, 8:30 p.m.

Arabian Night Ball, Shadow Mountain Club.

**February 8**

Air Force Reserve Unit, P. S. high school, 7:30 p.m.

**February 9**

Woman's Circle birthday luncheon, Community church, 1 p.m.  
Soroptimists, Chi Chi, 12:15 p.m.  
Kiwanis, El Mirador, noon.  
First Nighters Dinner, Racquet Club, 6:15 p.m.  
St. Paul's Guild, Smoke Tree Ranch, 12:30 p.m.

**February 10**

Rotary, Tennis Club, 12:10 p.m.  
Rotary Annis, Tennis Club, 12:10 p.m.

**February 11**

Elks Lodge, at the Cove, 8 p.m.  
Lions Club, Chi Chi, noon.  
OESta Club, spaghetti dinner, Los Compadres clubhouse, 7 p.m.

**February 12**

Gaslamp Gaities, Wars Memorial Hall, 8:30 p.m.

## Squaw Dress Featured in Style Show

The squaw dress, which Palm Springs has adopted as around-the-clock wear, will be featured in the show which Alpha's Palm Springs shop is staging at El Mirador on Friday night.

The colorful dresses, so well suited to resort wear, are designed by Alpha of Tucson. Last week they were televised in color in Tucson and will be shown on February 14 in the "Camel Caravan" show.

Anita Haskell Jones will commentate the show, which will be held in El Mirador Room at 8:30 p.m.

Four lovely models, Darlene Beck, Peggy Paul, Chris Haskell and Taylor Dunlevie, will wear the dresses and the separates which will be shown.

Imported trimming, hand screening, colorful imported fabrics, and skillful workmanship mark these Alpha fashions. A number of high fashion cocktail dresses, which are so popular now, will be included in the show.

Alpha's Palm Springs Shop, which opened this past year, is at 332 North Palm Canyon drive.

Certainly Palm Springs is getting all kinds of publicity . . . The "Little Margie" broadcasts were terrific . . . Thank you, Charlie Farrell! . . . The L.A. columnists find us very good copy this time of year . . . and Alyce Walker advises me that Jack Owens (he spent several days in town at the Howard Manor recently) spoke glowingly of Palm Springs in his daily program on a coast-to-coast hook-up.

It finally happened . . . and I have been chortling all week about that ad in a metropolitan paper that said . . . "I dreamed I was in Palm Springs . . . in your-know-what-kind of bra . . . Now all we need to achieve immortality is to break into a Burmese Shave series . . .

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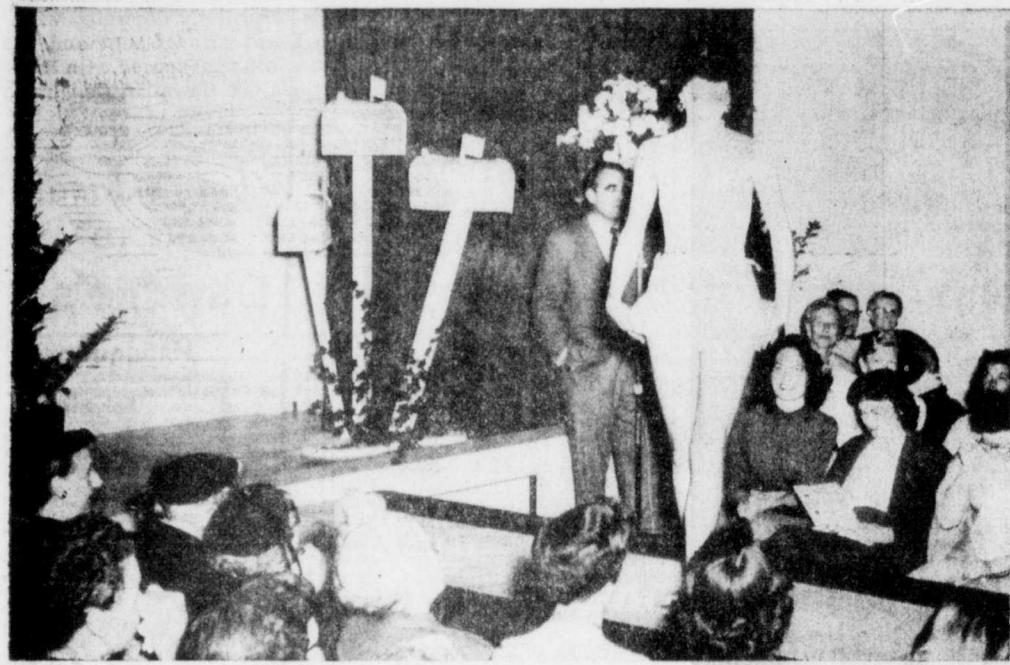
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Edward Canby Photo

**POSTMARKED PALM SPRINGS** — A model wearing a new fashion in swim suits, is shown advancing down the runway at the Palm Springs Woman's Club fashion show.

## Clubhouse is Rhapsody in Pink for Annual Style Show

Repeating Spring's favored color, the Palm Springs Woman's clubhouse was a rhapsody in pink for the annual fashion show Friday. Plum, purple and pink color scheme was carried out on the stage, runways and even to the dais in the

patio and accentuated the pink tones predominant in the clothes modeled.

Because "Postmarked Palm Springs" was the theme of the show, R. F. D. mailbox boxes (they were pink, too) were used in profusion, and a huge replica of

a Palm Springs' cancellation was used on the pink covers of the programs.

The clubhouse was filled for both morning and afternoon showings, with the overflow crowd seated in the sunny patio.

Rated the best show ever staged, everything was perfection, from Mrs. Lauritz Hansen's hot blueberry muffins at the continental breakfast to Mrs. John Lapp's beautiful tea in the afternoon. Best of all it raised sufficient money to send another Palm Springs high school student to college next fall.

Twenty three professional models from Los Angeles were used for the show and Miss Palm Springs (Beverly Bell) gave away perfume at each show. Door prizes were given out by Starlet Rosemary Bowie.

The really gorgeous clothes from Bullocks, Robinsons and Desmonds, featured such well-known name clothes as Don Loper, Elfreda Fox, Forstman, Eun Zuckerman, Adele Simpson, Howard Greer and Peggy Hunt, with swim suits from Catalina, Rose Marie Reid, Cole of California, Jantzen and others.

The show was divided into 10 groupings, "Do Not Open Until January 29," "Morning Delivery," "Pretty As A Postal Card," "Packages for the Racquet Club," "Pool Is Wonderful . . . Wish You Were Here," "Keep In A Cool Place," "Date Line," "Night Letter," and "Postscript," which brought all models on to the runway, wearing their most outstanding change.

From very smart but inexpensive clothes the garments shown ranged in price as high as the \$385 Maurier Rentner "turban" white starched chiffon and California poppy silk print short formal. Also in the higher-price range were Howard Greer's grey starched chiffon print at \$245, Adele Simpson's pure silk violet print, crystal and sequin trimmed at \$145, beautiful white lace over pink and American Beauty tulles at \$145.

Coats like Forstmann's palline cloud pink jeweled fleece coat, suits like Ben Zuckerman's white linen box jacket suit, white linen separates, gowns for sports wear, Brigance Lavendar velvet shorts with matching amethyst printed cotton shirt, cotton play suits, a black silk faille swim suit with pearls, delightful afternoon gowns and breathlessly beautiful formal gowns, made this show unforgettable.

Club president Mrs. S. P. Manasse and General Chairman Kenneth Kirk and her committee were highly complimented for the very successful show, which is an annual event.

### 'Moon is Blue' Wins Approval Opening Night

The Palm Springs Playhouse was well-filled Tuesday night for the opening of one of the season's most amusing plays "The Moon is Blue."

Evidencing the approval of the audience, Mary Foskett, Tim O'Connor and Barnard Hughes, stars of the show, were called back three times by enthusiastic applause.

Witty dialogue and polished acting contribute to the appeal. The leading role of Patty O'Neill seems tailor-made for Mary Foskett, who is at her very best.

The play opens and closes in the tower of the Empire State building, with the rest of the action taking place in the apartment of Architect Donald Gresham, played by Tim O'Connor.

The play is a masterpiece of sophisticated humor.

Opening next Tuesday night will be "Affairs of State."

### Women's Groups Sponsor M.O.D. Luncheon Tables

Every woman's organization in Palm Springs has been asked to sponsor one or more tables for the March of Dimes luncheon to be held at El Mirador on February 18. Mrs. B. H. Pollak, general chairman, said today. The Jaycettes were the first to respond by reserving a table, Mrs. Pollak added.

Mrs. Ernest Pagano will commentate the show which will present fashions from the Mary Helen shop, the Lillian Agar shop, and Walta Clarke's Hawaiian shop.

## Tea Exhibit Interests Party Guests

As unusual as tea at the Racquet Club was the showing of the impressionistic paintings of Tommy Beere and Arthur Zaidenberg Saturday afternoon. The showing was arranged by their cousin Miss Dorothy Gray, who received the guests.

About 25 paintings, drawings and lithographs were hung or displayed on easels and aroused much interested comment. "Harmonica Player," by Miss Beere, an ethereal girl playing a harmonica was a favorite and this oil was purchased by Mrs. Leo Spitz, Zaidenberg's "Night Spot," which epitomizes the gaiety and color of a popular night spot, with the band playing and the ballet girls on stage, was purchased by Harry Joe Brown.

Guests were also discussing Zaidenberg's book "Anyone Can Paint." Mrs. Alexander Marcuse presided at the tea table, which was set with a handsome silver service, and the Racquet Club lounge was a-hum with chatter as the guests sipped tea, nibbled on dainty sandwiches and viewed the paintings.

Among the guests who dropped in to view the exhibit were noted Mr. and Mrs. Abel Green (he is the editor of Variety), Mr. and Mrs. George Brown, Mrs. Elsie Mae Macris, Harold Maundrell, Commander and Mrs. Maurice Horner, Commander Tom White, Mr. and Mrs. Ned Crawford, Mr. and Mrs. Sol Lesser (they leave soon on a Caribbean cruise), the Jack Meiselman, Harry Joe Brown, Hyatt von Dehn, Beverly Thompson, Thomas Mercola, Mrs. Alfred Strauss, Mr. and Mrs. Bill Bassichi, Jess and Alma Coe, Dinah Shore and George Montgomery, Greg Bautzer, Scotty Rubin, Mrs. John Marcuse, Mr. and Mrs. Michael Gray of Beverly Hills, Mr. and Mrs. O. E. L. Graves.

Arrangements are being made for a possible showing of the paintings in Los Angeles and also in San Francisco. Miss Beere and Mr. Zaidenberg leave soon for several months in Mexico where they will paint in some of the small, unspoiled places.

The real gorgeously clothes from Bullocks, Robinsons and Desmonds, featured such well-known name clothes as Don Loper, Elfreda Fox, Forstman, Eun Zuckerman, Adele Simpson, Howard Greer and Peggy Hunt, with swim suits from Catalina, Rose Marie Reid, Cole of California, Jantzen and others.

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Mrs. Ernest Pagano will commentate the show which will present fashions from the Mary Helen shop, the Lillian Agar shop, and Walta Clarke's Hawaiian shop.

Mrs. Howard A. (Dutch) Darrin was in the Village Monday and Tuesday visiting her mother, Mrs. Doris Clancy. Mrs. Darrin is the wife of the designer of the new Darrin sports car being built by Henry J. Kaiser.

Mrs. Ernest Pagano will commentate the show which will present fashions from the Mary Helen shop, the Lillian Agar shop, and Walta Clarke's Hawaiian shop.

### TAMARISK COUNTRY CLUB "THE DESERT'S FINEST COURSE"

BEN HOGAN, Pro

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Exclusive Sales Agent  
Office in Club House

Friendly Cooperation with all Brokers

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(Anderson photo) TEA EXHIBIT — Left to right are Tommy Beere, Dorothy Gray, Harry Joe Brown and Arthur Zaidenberg at the Racquet Club, where paintings by Miss Beere and Mr. Zaidenberg were shown at an afternoon tea. The two young artists, of the impressionistic school, are cousins of Miss Gray, who arranged the show.

Mr. and Mrs. C. J. Baumann of Ritzville, Washington, are here for a week's visit with his brother, J. H. Baumann.

Mrs. William Wimmer of Belmont Shore is spending a few days in Palm Springs with her friend Mrs. Walter McManus.

## HEADQUARTERS



FOR FOOD THE WHOLE FAMILY LOVES

SAM STUART'S

## El Paseo Fancy Food Market

Selected Groceries

"Delicacies From Around the World"

"The Finest in Fresh Garden Vegetables and Fruits"

"Choice Fresh Meats, Poultry and Fish cut to your Likin'"

"Delicatessen and Bakery"

"Complete Liquor Department, Fine Wines and Beer"

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Delivery Daily

Charge Account Available

THE

## El Paseo Market

816 No. Palm Canyon Dr.

special birthday cake and guests will be seated according to their birthday months.

Immediately following the luncheon, there will be a talk by Mrs. Arthur Owens, missionary to both China and India, who has recently returned to this country.

Mrs. Rose Zena Latta will be soloist, with Mrs. William Lux as accompanist.

Reservations may be made by calling the ticket chairman, Mrs. Gordon Nicholson.

## Breakfast — Brunch — Luncheon

from 9 A.M. to 5 P.M. Served Poolside or in

## The SOUTH PACIFIC

### St. Theresa Mothers Elect New Officers

Mrs. Dorothy Floyd was elected president and Mrs. Betty Kiely vice president when the St. Theresa's Mothers Club held a luncheon meeting at Howard Manor. The new officers were presented by the retiring president, Mrs. Winifred Cody.

Mrs. Robert Howard contributed the floral decorations and supervised the menu for the charming luncheon.

The staff of the Caroline Leonetti Charm School presented a program featuring Joan Casey, Cynthia Tucker, Dorothy Cunningham, Mr. Adrian and Yogi Miguel Gloria.

The Club selected as their project for the year, raising money for new heaters at St. Theresa School.

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Allow yourself to be carried away on the sweet musical notes of the Island Serenaders and the songs of George Kainapau, "Songbird of the Hawaiian Islands."

There in a tropical setting sip those delicious concoctions prepared by island natives.

El Mirador HOTEL

"Beneath the Tower of the Stars"



HAWAIIAN VACATION — Kay Saindon, 1386 Buena Vista, flew to Hawaii by United Air Lines for a three-week vacation in famed Waikiki. It is her first visit to the Islands.

**THE WHITE SUN GUEST RANCH**  
INFORMAL WESTERN HOSPITALITY  
from \$9.00 — American Plan  
BOX 400 - PALM SPRINGS, CALIF. PALM DESERT 76-2611

**HAVE FUN  
HELP THE MARCH OF DIMES  
4TH ANNUAL  
RODEO DANCE**  
**At Deep Well Inn, Sat., February 6**  
Western, Popular and Square Dancing  
TO THE MUSIC OF  
The Four Reno Racketeers  
Direct from swanky Nevada Clubs  
plus  
ACE SPRIGGINS  
**\$1.20 of an Evening's fun (tax included)**  
15% Goes to The March of Dimes  
COME ON YOU CITY SLICKERS AND COW POOKS  
MAKE THIS A GOOD ONE

**TAMARISK COUNTRY CLUB**  
"THE DESERT'S FINEST COURSE"  
BEN HOGAN, Pro  
• • •  
ESTATE LOTS • GOLF COURSE HOMES  
Avery Allen  
Exclusive Sales Agent  
Office in Club House  
Friendly Cooperation with all Brokers  
• • •  
Wonder Palms Road off Hiway 111  
Box 00  
Palm Springs 8-4623

Dinner from 5 p.m. to 11 p.m.  
Deliciously Prepared  
**Cantonese Food**  
Almond Duck - Egg Roll -  
Almond Chicken - Pineapple  
Spareribs and many other dishes  
• • •  
El Mirador HOTEL  
"Beneath the Tower of the Stars"

# WHERE TO DINE

A Gourmet's Guide to the Finest Restaurants in the Palm Springs Resort Area

**Rudy's**  
1180 SOUTH PALM CANYON DRIVE  
HOME OF THE MILK and CORN FED CHICKEN  
*Superb Food!*  
DINNERS from \$1.75  
Open from Noon, Daily

OUR 9th SEASON IN PALM SPRINGS  
TENDER STEAKS CHOPS CHICKEN  
COMPLETE MENU — SENSIBLE PRICES

**Saddle and Sirloin**

319 North Palm Canyon Drive  
For Reservations Phone 9069

## SOLOMON'S FAMOUS RESTAURANT AND DELICATESSEN

ONE OF THE MOST DIVERSIFIED MENUS IN THE PALM SPRINGS AREA

SERVING BREAKFAST • LUNCH • DINNER  
FOODS TO TAKE OUT — WE DELIVER —  
Owned and operated by Moe Lyons

622 North Palm Canyon Drive  
TELEPHONE 2015



NEW OASIS DINING ROOM  
Distinctive Decor Unexcelled Cuisine Internationally Famous Chef Keller Unique Cocktail Lounge

155 S. BELARDO RD. (directly west of Bullock's towards the mountain) operated by Western Hotels Inc. — Phone 2101

### La Cita RESTAURANT

- DELIGHTFUL HOME COOKED MEALS
- CHILDREN'S MENU
- HOME BAKING
- ENJOY DINNER ON OUR OUTDOOR PATIO
- Serving from 5:30 P.M.
- COMPLETE DINNERS from \$1.75

JOHN & VIOLA BAJUZ Managing Owners  
391 S. Palm Canyon (opposite New Safeway)

### MARCO'S and Vi's FAMOUS FOR MEXICAN FOOD

on Highway 99 BETWEEN BANNING and BEAUMONT Phone BEAUMONT 2334

## THE DUNES

Internationally Famous for its Cuisine

The Only Intimate Night Club Atmosphere in the Palm Springs Resort Area

Connie and Ruby Your Hosts  
238 N. Palm Canyon  
PHONE 9014

## CHI CHI RESTAURANT

Complete Merchant's Luncheon -- 95¢ Delicious 7 course Dinner from \$1.95

Eastern Top Sirloin Steak Dinner \$2.85

Roast Eastern Prime Ribs of Beef EXTRA CUT \$3.85

Our Dinners Include:  
Soup du Jour, Crisp Mixed Green Salad Bowl with our Delicious Chi Chi Dressing, Green Vegetables, Baked Potato with Cheese Sauce and Chives. Choice of Desserts from our own Bakery, Cheese Cake, French Pastry, or our famous Black Bottom Pie. Choice of Beverages.

Open for Luncheon from 11 A.M. FREE PARKING



You Will Enjoy Dinner and Cocktails in the delightfully informal atmosphere of the COMPASS ROOM

Featuring Charcoal Broiled Steaks, Chops and Fish  
Also Daily Specials for only \$2.50  
ENTERTAINMENT NIGHTLY

*Desert Air* HOTEL AND COTTAGES  
PALM DESERT AIRPORT  
Rio Del Sol Road - Rancho Mirage  
10 Miles South of the Village off Hiway 111

### Carol's Italian Food

prepared by Angelo Torre and Albert Skippy Orsi the popular pair from Russian River  
also STEAKS — CHOPS FRIED CHICKEN Open every day from 5 P.M. to 11 P.M.  
Noted for Fine Cocktails Carol and Mack  
Your hosts HIWAY 111, Cathedral City PHONE 8-4850

### MEXICAN FOOD

AT THEIR BEST Served from 12 noon  
Special 95¢ Variety Plate LUNCHEON  
DINNERS from \$1.40 Blaine's Fine MEXICAN FOOD  
Bali Bali Room 224 N. Palm Canyon Drive  
Phone 2247 Food to take out in our own containers



GEORGE AND ETHEL STREBE  
Your Hosts

1032 North Palm Canyon Drive  
PHONE 7301

Tops in Food  
Tops in Entertainment

## THE GLASS KITCHEN

Serve Yourself and Dine

BARBECUED RIBS	In a Basket \$1.25
FRENCH FRIES • COLE SLAW	• all the trimmings
FRIED CHICKEN	In a Basket \$1.10
FRENCH FRIES • COLE SLAW	• all the trimmings

$\frac{1}{2}$  BBQ CHICKEN In a Basket \$1.35  
FRENCH FRIES • COLE SLAW • all the trimmings  
All food on the above menu may be boxed to take out At No Extra Charge.

Open 11 a.m. 'til 4 p.m. Phone 2319  
1095 SOUTH PALM CANYON DRIVE

OUR SIXTH SEASON  
**ANGELO'S PALM DESERT INN**  
A Unique Place to Eat  
ITALIAN FOOD at it's BEST  
in a delightful, homelike atmosphere  
THE ORIGINATORS OF PIZZA IN THE DESERT  
13 Miles East of Palm Springs  
on Highway 111 in Palm Desert  
"Where Indio Meets Palm Springs"  
Closed Mondays

The All-American Dish

HAM 'n' EGGS open 24 hours  
THE PALM SPRINGS Ham 'n' Eggery  
370 N. Palm Canyon

No Steaks -- No Roast Beef  
Just Darned Good

BARBECUED PIG RIBS and Pan Fried Chicken  
Lots of Trimmings

**TOMMY BARKER'S**  
Hiway 111 7 miles S.E. of Palm Springs

Gracious Living —  
Where Fine Food and Hospitality Go Hand-in-Hand

Town and Country IN THE CENTER  
171 North Palm Canyon Drive •  
Smorgasbord • LUNCHEON BUFFET  
Served 12 Noon 'til 3 P.M. •  
REGULAR DINNERS  
Choice Steaks ... Chops  
Fried Chicken ... Barbecued Loin Spareribs ...

COCKTAIL LOUNGE Personalized Service by your hosts, THE GILBERTS

## IN THE PALM SPRINGS RESORT AREA

THE LEADING RESTAURANTS, CAFES AND HOTELS That Serve  
FOOD — DRINK AND HAVE ENTERTAINMENT  
DISPLAY THEIR ADVERTISEMENTS ON THIS PAGE

Your Place of Business  
should be represented here

ON THE BEACH COME EAT  
IN Palm Springs AT NORTH PALM CANYON AND VIA LOLA — PHONE 2061  
CANTONESE CUISINE -- ORIGINAL RUM DRINKS HOLLYWOOD -- CHICAGO

# FIND YOUR DREAM HOME IN THE DESERT AMONG THE WIDE VARIETY OF LISTINGS ON THESE PAGES

**The Desert Sun** — 4c  
and PALM SPRINGS NEWS  
PALM SPRINGS, CALIFORNIA  
Thursday, February 4, 1954

## CLASSIFIED ADS

**The Desert Sun**  
and PALM SPRINGS NEWS

Published every  
MONDAY AND THURSDAY  
(Except June, July and August, when  
published Thursdays only)

PHONE 2249

Box 190, Palm Springs, Calif.

### RATES

(Minimum ad, 3 lines—count 24 letters and spaces to a line)  
1 time, per line ..... 75¢  
(Min. 2.25—1.50 cash in adv.)

per 1 week 2 weeks 1 month  
Line (2 TIMES) (4 TIMES) (8 TIMES)

1.00 1.25 2.25

● Ads ordered for more than one time must run in consecutive issues to earn above rates, otherwise single insertion rate will be charged for each time run.

● Save by ordering your ad run 4 or 8 times—if cancelled before completion, the regular insertion rate will apply for times run and get a REFUND for the difference.

● This newspaper cannot be responsible for more than one incorrect insertion; please notify us promptly of any error in your ad.

● DEADLINES—for new copy or cancellations:

MONDAY ISSUE—5 P.M. FRIDAY

TUESDAY ISSUE—5 P.M. SATURDAY

● ADDRESS all communications to: The Desert Sun, P. O. Box 190, Palm Springs, California.

Schools 3

## Play-School

Open every day. For children 2 to 6 years. Kindergarten, dancing. Enclosed and well equipped playground. For further information call 3213.

Photography 4

AT marty kenyon's  
Brand New—Imported  
**BINOCULARS**

### 20% Discount

Plus 20% F.E.T.

Did you forget your camera? RENT A CAMERA — Box camera, 35¢ a day. Polaroid and Stereo at \$1.50 per day.

Desert Camera Shop  
288 N. Palm Canyon Ph. 5111  
Open evenings and Sundays

BRAND NEW—STEREO REAL-  
IST CAMERA—LEATHER  
CASE AND VIEWER AT  
COST

Phone 5539 or 2302

Lost and Found 10

LOST — Saturday downtown. Lenses for 16mm movie camera. Reward. Call Mrs. Bell, El Encanto Hotel.

LOST: Large tan, white and black male dog, mixed Boxer and Great Dane. License 54593. Reward. Phone 6874.

LOST—"CHICO," RED MALE CHIHUAHUA. CHILD'S PET. PLEASE CALL 2521. REWARD

LOST, Young Dachshund, vicinity The Ranch. Reward. Call Palm Springs Hotel 2188.

Personals 12

**Palm & Psychic**  
Reading

MADAM GRAY, formerly of Palm Springs, now permanently located at San Bernardino. If you have a problem of any nature consult this lady of knowledge. Has helped others, may help you. Will cater to all social events, 9 a.m. to 10 p.m. - 7 days a week. 804 N. Mt. Vernon, San Bernardino. Phone 89102.

DESIROUS contact party interested in Riverside Trailer Park last year. Write Box 190, File S-2.

ALCOHOLICS Anonymous, Airport, 8:30 Wednesday nights. Phone 7063.

Announcements 14

GIFT BOOKS-RENTAL BOOKS  
DESERT BOOK SHOP  
443 N. Palm Canyon Ph. 5208

Service Miscellaneous 15

**Swimming Pools**

M. H. Libott Assoc Inc.  
CHEMICALS - REPAIRS  
MAINTENANCE - SUPPLIES  
CONSTRUCTION

216 N. Indian Ave. Ph. 2143

**Sewing Machines**

Ideal Gift  
Sales - Rentals - Repairs  
Singers, Whites, Pfaffs, etc.  
Free Pick-up and Delivery  
Palm Springs Sewing Machine  
433 N. Palm Canyon Ph. 5215

**Re-upholstering**

and Custom Work  
Free Pick up and Delivery  
TRAMVIEW UPHOLSTERY  
67-793 Highway 111  
Call HANK RIVERA 8-3322

PALM SPRINGS HOUSE  
AND WINDOW CLEANING CO.

Homes opened, closed. Complete building maintenance. Year round. Vern Baumgardner, 210 East Amado. Ph. 5247.

ROV'S GENERAL REPAIR

Carpenter, Patch Plastering  
Cement & Block-Work  
Palm Springs Trailer Corral

115 So. El Segundo, Ph. 7027

## Service Miscellaneous 15

### Machine Shop

PALM SPRINGS  
ENGINEERING COMPANY  
375 Sunny Dunes Road  
Telephone 5411  
General Precision Machine  
Work

TREE TOPPING, TRIMMING or removal. Modern equipment. Free estimates. Firewood delivered.

YARRINGTON & WEHRLE  
830 Broadway, Cathedral City  
or write P.O. Box 851  
Phones 8-4461 and 8-3246

RADIO, PHONO SERVICE  
366 NO. PALM CANYON.  
BREZIN'S PHONE 6015

SEWING, ALTERATIONS  
BUTTONHOLES  
Phone 8-5443

AUTHORIZED Electrolux vacuum cleaner. Sales and service. Ph. 6122 or 2066.

TV and SOUND SERVICE  
BERNHARD AND WALLER  
CATHEDRAL CITY. Ph. 83302.

A-1 CARPENTER repairs, remodeling or alterations. Ph. Ken at 7063.

### Situations Wanted 25

### Nurses' Registry

CLARA DWYER, R.N.  
Member CSNA, District 34

Pegi Scot's Agency

256 S. Palm Canyon Ph. 7691

COUPLE employed would like opportunity to exchange services, evenings, for room and board. Write Desert Sun, Box 190, File T-3.

PAINTING, decorating, paper hanging. Very reasonable. Free estimates. Ph. 5850 evenings.

PAINTER — Interior and exterior. Free estimates. Reasonable. Immediate service. Phone 7905.

LANDSCAPING—GARDENING  
20 years experience. Phone 3240  
Willie Grant, P.O. Box 331

BABY SITTING  
OWN CAR  
PHONE 3540

PBX. DESK — relief. Local experience. Available anytime. Phone 2901.

HOTEL maid, day work, baby sitter. Phone 3898

Experienced cooking and Housework. 367 Tamarisk Rd. Phone 2651

LOST — "CHICO," RED MALE CHIHUAHUA. CHILD'S PET. PLEASE CALL 2521. REWARD

LOST, Young Dachshund, vicinity The Ranch. Reward. Call Palm Springs Hotel 2188.

Help Wanted 27

Dinner cook, R & B ..... \$350

Hotel maids, in or out

Domestic cook ..... \$200-\$250

Waiters, waitresses, bus boys

Pantry man, R & B ..... \$250

PBX, desk clerk, needed.

Many other positions.

EMPLOYMENT  
SERVICE AGENCY

Ruth Sougey

135 E. Andreas Road

Phone 2901 Phone 2556

Coachella Valley

Employment Agency

COMPLETE employment serv-

ices. Offices, homes, hotels, restaurants and general.

271 S. Indian Ave.

Phone 2622  
or 4414

BEAUTY Demonstrators: Up to \$5 hour demonstrating fa-

mous Hollywood Cosmetics, your neighborhood. Free samples and details supplied. Write Studio-Girl, Dept. N. Glendale, California.

Pegi Scot's

EMPLOYMENT AGENCY

256 S. Palm Canyon Dr.

HOUSEKEEPER  
WITH REFERENCES

APPLY 184 N. PALM CANYON

BUSINESS Oppor. 29

FULLY equipped cabinet shop. Plenty of work. Will sell on time or trade for Palm Springs lot. Phone 8-5462 or 8-3239.

SMALL trailer court with modern 2 bedroom home. Year 'round business. \$19,500. Terms. Phone 3308. P. O. Box 444.

HELP!! Polaroid "PUP" needs

Business manager or else!

Conky, 257 So. Patencio (with Stella).

WANTED — A BUSINESS

SUFFICIENT CAPITAL

P.O. Box 190, File R-7

COFFEE SHOP for lease in

Rancho Mirage next to Shell Service Station.

BUSINESS - Financial 30

REAL ESTATE LOANS

Funds Available

To Invest in

1st and 2nd Trust Deeds

ANY AMOUNTS

We also purchase Trust Deeds.

Box 190, File R-10, Desert Sun

INVESTMENT

Large stamp dealers fine stock

for sale. BRILLIANT INVEST-

MENT. Write Miller, 3874

17th Street, San Francisco

OPEN, Las Palmas new home.

Most beautiful. On large corner lot. 4 bedrooms, 3 baths, or 3-3 and den. All landscaped. Realistic price.

317 Camino Norte.

JANES, Calimesa, Calif.

LARGE South Palm Canyon

corner lot. Sell or trade. F.

Janosek, Calimesa, Calif.

15 ACRES ripe for subdivision, located south east of high school. \$550 per acre, all utilities available. See John W. Williams, owner.

423 N. Palm Canyon Ph. 3311

LOTS & ACREAGE 33

15 ACRES ripe for subdivision,

located south east of high

school. \$550 per acre, all

utilities available. See John W.

Williams, owner.

317 Camino Norte.

OPEN, Las Palmas new home.

Most beautiful. On large

corner lot. 4 bedrooms, 3

baths, or 3-3 and den. All

landscaped. Realistic price.

317 Camino Norte.

OPEN, Las Palmas new home.

Most beautiful. On large

corner lot. 4 bedrooms, 3

baths, or 3-3 and den. All

landscaped. Realistic price.

317 Camino Norte.

OPEN, Las Palmas new home.

Most beautiful. On large

corner lot. 4 bedrooms, 3

</div

# MORE PEOPLE READ DESERT SUN CLASSIFIED PAGES THAN ANY OTHER MEDIUM IN THE DESERT AREA

## Real Estate For Sale 35

**Before You Buy**  
A DESERT HOME  
SEE BEAUTIFUL  
**Sun Gold Park**

Healthy and harmonious living under beautiful date palms, remote and safe from smog, war industry and traffic hazards, yet close to schools and shopping center.

### NOW OFFERING

1. Three bedroom, 2 bath home with fireplace, den, dining area, interior painting and wall paper, wall to wall carpeting throughout. 2½ car garage. Large 65x130 landscaped lot.  
Price \$17,950

2. Three bedroom, two bath home with fireplace, dining room. Containing 1740 square feet. Lot 81x185. G-E dishwasher and disposal. Natural birch cabinets.  
Price \$17,500

3. Beautiful FURNISHED model home. Three bedroom. Unusual landscaping and redwood fence. Forced air furnace, Westinghouse refrigerator.  
Price \$17,500

IMMEDIATE OCCUPANCY

MODEL HOME OPEN

Monday thru Friday and Sunday afternoons  
Evenings by appointment  
STEVE CRUM  
SALES MANAGER

**Sun Gold Park**

W. Miles Avenue Indio 7-3293

**MONEY TALKS**

CASH WILL buy this property at a BARGAIN. There is a very comfortable OWNER'S HOME; large living room and bedroom, convenient kitchen and dining area and huge utility room. There are 2 separate studio apartments, nicely furnished, and room for 2 more units. This is a sacrifice in a fine motel section. Ideal for a home with income combination. \$27,500.

### Billy Wright

**Charles Mathews**

ASSOCIATES  
Marion Mathews - Bob Dietrich  
Helen Penny  
180 SOUTH INDIAN AVENUE  
OPPOSITE THE PLAZA  
PH. 5308 or 5727

**GANNON REALTY**

A DREAM HOME! Beautiful new, modern 3 bedroom, 2 bath home in view location. 18'x23' living room with fireplace, sliding glass doors to south patio, ducted furnace heat and cooling, garage with storage. ONLY \$2500 cash. Price \$14,750.

Listen for TOP Real Estate values on "Yours For Listening" at 2:45 P.M. Monday thru Friday over KCMJ.

7 1 1

N. Palm Canyon  
Phone 2772

**COURT 7 UNITS**

GOOD location on boulevard, well furnished, panel ray heat, desert coolers. A special at \$16,000 — \$5000 down.

2 BEDROOM house, R-3 zone, nicely landscaped. Room for 2 additional income units. Close in. A steal at \$12,500. Terms.

**D. Applebaum**

REALTOR  
N. R. WILSON, Associate  
326 S. Indian Ave. Ph. 5555

**Owner Must Sell**

THREE bedroom, completely furnished home, carpeted wall to wall, G-E dishwasher, both desert and refrigerated cooling, cement block wall 3 sides, sprinkler system all around. Interior like new. \$70 monthly payments includes taxes and insurance. Call days, 2424. Mr. Kay. \$13,950.

\$11,000

2 FURNISHED houses on large income corner lot. Fronts 3 streets.

**OTTO REALTY**

830 Broadway Cathedral City

LOOK AT THIS  
ONLY \$8000

2 BEDROOMS, GORGEOUS VIEW. THIS IS AN OLDER HOUSE BUT IN EXCELLENT CONDITION.

CLARK REALTY & INSURANCE AGENCY  
68-762 BROADWAY  
CATHEDRAL CITY

## Real Estate For Sale 35

**CHECK THIS FOR VALUE**  
DON'T LET THE PRICE FOOL YOU!

NEARING completion, 2 bedroom home. Planned for year round living. Sliding doors, tile, lots of closets.

Near Thunderbird and Shadow Mountain Clubs

**TED SMITH**

REALTOR  
Oyster House Building  
Rancho Mirage  
Phone Palm Springs 8-5022

**PRIVACY**

IS ASSURED in this completely walled 2 bedroom furnished home. The bedrooms and hall have parquet floors, living room and dinette have wall to wall carpet. Lots of trees and shrubs, sprinklers and bubblers, 2 car garage with paved court, wired for television. All of this for only \$16,000, terms can be arranged.

LET US EXCHANGE  
WHAT YOU HAVE  
FOR WHAT YOU WANT

**Peter B. Sheptenko**

THE PIONEER REALTY CO.  
OF PALM SPRINGS  
475 N. Palm Canyon Drive  
Phone 2727

**REAL QUALITY BUY**

REALTOR  
256½ S. Palm Canyon Drive  
Phone 2884

Associates  
Newt Jackson - Walter O. Fritz

**ADOLPH ISRAEL**

REALTOR  
EXCLUSIVE AGENT  
671 N. Palm Canyon Drive  
Phone 2981

**How About This?**

A Home plus income

4 Modern units, just 2½ years old. Beautifully furnished, 3 with kitchens. Many modern features. Large lot. Room for 5 more units and a pool. \$31,500, terms.

Residential lot in the exclusive south section. A sacrifice at \$2500.

**H. H. FOSTER**

REALTOR  
and Associates  
Ray Miller - Don Peake  
Paul Keil - William May  
Phone 3555 or 5169  
101 N. Palm Canyon Drive

A REAL SHOW PLACE  
ONLY \$16,500.

LOVELY MODERN ADOBE,  
LARGE SWIMMING POOL,  
SECLUDED, LANDSCAPED  
PATIO, PERPETUAL VIEW.

ONE LARGE BEDROOM,  
2 BATHS.

CLARK REALTY &  
INSURANCE AGENCY  
68-762 BROADWAY  
CATHEDRAL CITY

PRICE reduced for quick sale.

Good income, 3 unit apartment house, furnished, 2 leased. Will consider trailer part down. Shown Saturday p.m., Sunday, Feb. 6-7 only. Owner, 305½ West Short St., Whittier, Calif.

**Rooms for Rent 40**

IF YOU LIVE in Palm Springs year round and are interested in sharing a pleasant home near Tennis Club. Call 4201 weekends on evenings.

2 QUIET cozy rooms in lovely private home. Private entrances and baths. Gentleman preferred. 240 W. El Portal. Phone 6156.

BRAND new 3 bedroom, 2 bath ultra deluxe. Completely furnished, swimming pool, fenced and landscaped. Ph. 7479 or 2727.

ROOMS, kitchen privileges. \$7 weekly up. Daily and monthly rates. Ph. 9973.

PRIVATE entrance and bath. Colorful. Good beds. Quiet, good district. Phone 6921.

COZY, quiet room and bath in lovely home. Privileges. \$55 monthly. Call 2478.

ROOM, private bath and entrance. Large closet. Heated Pool. Phone 5482.

NICE, clean, light, small sleeping room. Close in. References. \$10 week. Ph. 7524.

1 BEDROOM house, partly furnished. Fireplace, carpeted. Close in. Reasonable rent to responsible party. Ph. 4858.

SMALL apartment, also rooms for rent. Phone 7722.

**For Sale or Rent 41**

BEAUTIFUL BELAIR, 3 bed-

rooms, 2 baths, nearly new. Owner wishes exchange for Palm Springs home.

**FRANK MILLER**

Gordon Nicholson  
Mildred Potter  
428 N. Palm Canyon Ph. 2929

CLEAR 22,500 C-2 corner 120x120 Washington Blvd. near Vermont, L.A. for P.S. or? Owner, Box 13, Morongo Valley, Calif.

VERY large, 2 bedrooms. \$150 month. Year's lease, 2 months free. 555 Calle Roca.

**Apartment for Rent 43**

\$55 Month—Studio apartment,

twin beds, breakfast bar.

Cornelius, 1000 Palms Ph. 393

SPACIOUS Spanish style, 1 bed-

room home. Year round com-

fort. No. 3 at 133 Ocotillo Ave.

## Exchanges

**LET'S TRADE**

WANT North Hollywood home, Van Nuys or San Fernando home for Palm Springs 4 bedroom, 3 bath home furnished. Close in. Priced at only \$19,500.

FOUR BEDROOM, 3 bath home with swimming pool. Completely furnished. \$28,500 for Los Angeles.

MODERN 3 bedroom home. Luxuriously furnished. Refrigerated cooling. Furnace heat. Deluxe throughout. Only \$35,000. For L.A. home or income.

THREE BEDROOM with pool, furnished. \$36,500 for Newport, Balboa or Lido Island.

12 UNIT apartment hotel near El Mirador Hotel. Furnished with large pool. A BUY at \$90,000. Want L.A. home or income as part payment.

APARTMENT HOTEL, 17 units. Finest location in town. Completely furnished. Large pool. \$175,000. Take L.A. home, income or trust deeds.

HAVE TENANTS wanting good rentals. List with us for immediate results.

ADOLPH ISRAEL, REALTOR  
671 N. Palm Canyon Dr. Ph. 2981

**CHEVY CHASE**  
Attractive studio apartments Heated pool, south end of town. 1500 Via Entrada. Ph. 2632.

PARTLY furnished 1 bedroom apartment. Wall to wall carpeting, right price to reliable local people. Will be vacant March 1st. Phone 3308.

BEACH town furnished triplex beautiful San Clemente for Palm Springs income. Owner Dudley Hamilton, San Clemente 579.

2 HOUSES, 1 lot. West from Los Angeles, will trade for nice home south end of Palm Springs. Write A. Back, 1169 Alameda, Glendale 1, Calif.

DOUBLE apartment in Long Beach. Downtown, modern. Own your own building. Want Palm Springs home or small income. Phone 6018.

CLEAN, nicely furnished apartment. Weekly rates. Laurita Lodge 635 Chuckwalla Road

1 BEDROOM, furnished, modern. Child okay and will care for child. Reasonable. Phone 6551.

ATTRACTIVE roomy furnished penthouse apartment. No. 4 at 133 Ocotillo Avenue.

NICE MODERN 3 room apartment and service porch. Well located. Phone 4089.

DELUXE 1 bedroom apartment, beautifully furnished. Adults. Lease. Close in. Ph. 7057.

GUEST HOUSE, Suitable for 2 people. All utilities paid. \$60 month. Phone 6673.

COTTAGE \$60, utilities paid. Phone 4-2611, 19077 Keith, No. Palm Springs.

**Real Estate Wanted 37**

FOR BEST RESULTS  
List Your Property  
With Adolph Israel  
Realtor, 671 N. Palm Canyon

SPECULATOR will pay quick cash for Real Estate and other White Elephants. Mr. Black Box 85, Palm Springs.

WANT TRAILER COURT IN DESERT AREA. WRITE BOX 190, FILE S-4.

**Business Rentals 38**

**INDUSTRIAL**

INDUSTRIAL offices with storage spaces available at 390 Sunny Dunes Road. See JOHN W. WILLIAMS

423 N. Palm Canyon Ph. 3311

**Wanted to Rent 39**

ELDERLY refined lady wishes to rent room or share home with same. Write Box 190, File T-4.

**Rooms for Rent 40**

IF YOU LIVE in Palm Springs year round and are interested in sharing a pleasant home near Tennis Club. Call 4201 weekends on evenings.

2 QUIET cozy rooms in lovely private home. Private entrances and baths. Gentleman preferred. 240 W. El Portal. Phone 6156.

BRAND new 3 bedroom, 2 bath ultra deluxe. Completely furnished, swimming pool, fenced and landscaped. Ph. 7479 or 2727.

ROOMS, kitchen privileges. \$7 weekly up. Daily and monthly rates. Ph. 9973.

PRIVATE entrance and bath. Colorful. Good beds. Quiet, good district. Phone 6921.

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NICE, clean, light, small sleeping room. Close in. References. \$10 week. Ph. 7524.

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rooms, 2 baths, nearly new. Owner wishes exchange for Palm Springs home.

**FRANK MILLER**

Gordon Nicholson

Mildred Potter

428 N. Palm Canyon Ph. 2929

